

# BUSINESS ANALYTICS

Ever wonder how companies predict the next big trend — or decide what products will take off next? That's the power of business analytics. At Marian University, our Bachelor's in **Business Analytics** combines the creativity of business with the precision of data to help you turn numbers into insights and insights into action. You'll learn how to use data to solve real problems, make smarter decisions, and lead innovation in any field.

## Program Highlights:

**Practical Focus:** Our courses are designed to make analytics accessible and applicable — less theory, more real-world impact.

**Real Projects:** Work on real business scenarios where you'll collect data, analyze results, and present recommendations that matter.

**Industry-Expert Faculty:** Learn from professionals who bring their real-world business and analytics experience directly into the classroom.

At Marian University, you won't just study analytics — you'll use it to shape the future of business.

## MARIAN UNIVERSITY

### OFFICE OF ADMISSION

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## What You Can Be with This Degree

- Data Analyst
- Financial Analyst
- Business Analyst
- Marketing Analyst

## Work in these Industries

- Finance and Banking
- Marketing Agencies
- Technology
- Real Estate
- Green Energy
- Pharmaceuticals
- Professional Sports Leagues

## Connecting to Real World Business Problems

- A/B Tests in Marketing
- Analyzing Risks in Finance
- Predictive Modeling in Sales
- Translating Data for Broader Audiences
- Ethical Decision Making

## Business Guru with Hard Skills

- Entrepreneurial and business-savvy
- Love marketing dashboards
- Need more hard skills for resume
- Focused on landing an internship

# 11%

By 2033, management analyst positions are estimated to grow by 11%

— U.S. Bureau of Labor Statistics, 2024

## Starting Salaries

Data Analysts  
\$57,000–93,000<sup>1</sup>

Financial Analysts  
\$96,000 +<sup>2</sup>

Market Research Analysts  
\$63,000 +<sup>3</sup>

<sup>1</sup> GlassDoor.com, 2023

<sup>2,3</sup> Bureau of Labor Statics, 2022

## Add Skills in

**Tableau:**  
The number one business intelligence program

**SQL & Databases:**  
Lightweight programming to manipulate data

**Visualizations & Excel:**  
The most commonly needed skill for day one of your job

# BUSINESS ANALYTICS 4-YEAR COURSE SAMPLE

## FRESHMAN LEVEL

### SEMESTER 1

ENG 106	Argumentative and Research Writing	3
MKT 201	Principles of Marketing	3
SCP 100	Sabre Foundations	3
XXX XXX	Elective	3
XXX XXX	Elective	3

**Credit hours 15**

### SEMESTER 2

MAT 114	Algebra and Trigonometry (Quantitative)	3
MGT 213	Principles of Management	3
PHI 130	Knowledge, Values, and Society	3
TEC 200	Fundamentals of Information Technology	3
GEN Ed	Social Scientific 1	3

**Credit hours 15**

## SOPHOMORE LEVEL

### SEMESTER 1

BAN 101	Foundations of Data Analytics I	3
STATS	BUA 210/PSY 210/MAT 122	3
GEN Ed	Humanistic	3
GEN Ed	Social Scientific 2	3
XXX XXX	Elective	3

**Credit hours 15**

### SEMESTER 2

ACC 201	Financial Accounting	3
BAN 102	Foundations of Data Analytics II	3
BUA 203	Career Preparation	2
ENG XXX	Writing Intensive	3
GEN Ed	Diversity Literacy	3
XXX XXX	Elective	3

**Credit hours 17**

## JUNIOR LEVEL

### SEMESTER 1

BAN 301	Business Analytics I	3
BAN XXX	Required Business Analytics Elective I	3
BUA 310	International Business	3
THE 101	Introduction to Christian Theology	3
XXX XXX	Elective	3

**Credit hours 15**

### SEMESTER 2

BAN 302	Business Analytics II	3
BAN XXX	Required Business Analytics Elective 2	3
BUA 350	Business Law	3
FIN 301	Managerial Finance	3
XXX XXX	Elective	3

**Credit hours 15**

## SENIOR LEVEL

### SEMESTER 1

INT 497	Internship	3
GEN Ed	Scientific Reasoning	3
XXX XXX	Elective	3
XXX XXX	Elective	3
XXX XXX	Elective	3

**Credit hours 15**

### SEMESTER 2

BAN 401	Business Analytics Practicum	3
BUA 402	Strategy and Policy	3
XXX XXX	Elective	3
XXX XXX	Elective	3
XXX XXX	Elective	3

**Credit hours 15**

- A minimum of 120 credits is required to graduate.
- A minimum cumulative GPA of 2.0 is required.
- Business students are guided by their academic advisor regarding their course plan.