IACBE Accredited

Business Analytics Degree: Big Data Skills To Set You Apart

Blending business, statistics and technology, the B.S. in Business Analytics gives you the data skills to extract, analyze, organize and present data to guide successful business decision-making. Business Analytics degree program graduates are in high demand in today's data-driven job market.

Build Your Career or Be Your Own Boss
A B.S. in Business Analytics will prepare you for a dynamic career in your choice of business sectors or to flourish as an entrepreneur or consultant. You will understand the key areas involved in running a business, how those areas produce data and how to analyze that data to find business solutions.

Gain Valuable Business Analytics Experience With a Big Data Degree
A co-op work experience or internship allows you to put the data skills learned in the classroom into practice in a real-world business setting. The Business Analytics degree program reflects WilmU's emphasis on practical experiences that build your resume prior to graduation.

A Bachelor's Degree With Admission Guaranteed
This program is one of just a few of its kind in the region, with no SAT required for admission. In addition to surprisingly affordable tuition rates, students in the Business Analytics bachelor's degree program benefit from open-source data science tools and free software integrated with course texts.

The B.S. in Business Analytics is an F-1 STEM-eligible program.

Get started today at **wilmu.edu/Apply**.

40 courses | 120 total credits
Finish your Business Analytics degree faster by transferring credits.

$1,287
per course
Cost of a typical 3-credit course

Classes start every 8 weeks.

WILMINGTON
UNIVERSITY™
BUSINESS

Bachelor of Science in Business Analytics

General Education Requirements (45 Credits)

☐ CTA 326	Integrating Excel Into Business Problem-Solving		☐ MAT 205	Introductory Survey of Mathematics
☐ ECO 101	Economics I		☐ PHI 100	Introduction to Critical Thinking
☐ ENG 121	English Composition I		☐ PSY 101	Introduction to Psychology
☐ ENG 122	English Composition II		*or*	
			☐ SOC 101	Introduction to Sociology
☐ ENG 131	Public Speaking		☐ Humanities Electives (6 Credits)	
☐ ENG 310	Research Writing		☐ Natural Science Elective (3 or 4 Credits)	
☐ HIS 381	Contemporary Global Issues		☐ Free Electives (6 Credits)	

Business Core (30 Credits)

☐ BAC 101	Accounting I		☐ BBM 320	Business Communications	✓
☐ BAC 102	Accounting II		☐ BBM 402	Strategic Management**	✓
☐ BBA 301	Introduction to Business Analytics		☐ BMK 305	Marketing	
☐ BBM 201	Principles of Management		☐ FIN 305	Financial Management	✓
☐ BBM 301	Organizational Behavior*		☐ MAT 312	Business Statistics	✓

Business Analytics Program Core (36 Credits)

☐ BBA 305	Advanced Excel for Business Analytics		☐ BBA 430	Data Visualization
☐ BBA 350	Predictive Analytics		☐ BBM 412	Project Management
☐ BBA 360	Forecasting for Business Analytics		☐ CSC 345	Database Foundations
☐ BBA 370	Simulation for Business Analytics		☐ ECO 102	Economics II
☐ BBA 420	Applied Machine Learning		☐ ISM 330	Business Intelligence
☐ BBA 489	Experiential Learning in Business Analytics		☐ PHI 314	Ethics for Computer Professionals
or			*or*	
☐ BBA 490	Internship in Business Analytics		☐ CSC 414	Ethics for AI and Data Analytics

Business Electives (9 Credits)

Choose from the following:

☐ BAC 201	Intermediate Accounting I		☐ CSC 419	Python for Data Science
☐ BAC 202	Intermediate Accounting II		☐ CSC 420	Intro to Artificial Intelligence
☐ BBA 380	Database Marketing		☐ CTA 236	Introduction to SSPS
☐ BBA 440	Web and Social Media Analytics		☐ FIN 306	Corporate Finance
☐ BBA 450	Advanced Visualization		☐ FIN 410	Finance Reporting and Analysis
☐ BBA 460	R for Business Analytics		☐ MAT 313	Experimental Design
☐ BMK 321	Marketing Research		☐ SEC 290	Introduction to Programming With Python

✓ = *Typical Completion Degree Course*

*   Available as a co-op.

**   The successful completion of all Business Core courses is a prerequisite for BBM 402.

Prerequisite Notes:
BBA 350, BBA 360, BBA 370: The prerequisites are BBA 305 and MAT 312. BBA 305: The prerequisite is BBA 301, SPM 400 or BBM 325. BBA 420: The prerequisite is BBA 350. PHI 314: The prerequisite is CTA 206, CTA 210 or equivalent. BBM 412: The prerequisite is BBM 201. ECO 102: The prerequisite is ECO 101. ISM 330: The prerequisite is CTA 326 or equivalent.