

# Bachelor of Science in Business Analytics



## Business Analytics Degree: Big Data Skills To Set You Apart

Blending business, statistics and technology, the BS 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 BS 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](https://wilmu.edu/Apply).



**40 courses | 120 total credits**

Finish your Business Analytics degree faster by transferring credits.

**\$1,257**  
per course

Cost of a typical 3-credit course.



Classes start every 8 weeks.



**WILMINGTON**  
UNIVERSITY™

**BUSINESS**

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## General Education Requirements (45 Credits)

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

## Business Core (30 Credits)

<input type="checkbox"/> BAC 101 Accounting I	<input type="checkbox"/> BBM 320 Business Communications
<input type="checkbox"/> BAC 102 Accounting II	<input type="checkbox"/> BBM 402 Strategic Management**
<input type="checkbox"/> BBA 301 Introduction to Business Analytics	<input type="checkbox"/> BMK 305 Marketing
<input type="checkbox"/> BBM 201 Principles of Management	<input type="checkbox"/> FIN 305 Financial Management
<input type="checkbox"/> BBM 301 Organizational Behavior*	<input type="checkbox"/> MAT 312 Business Statistics

## Business Analytics Program Core (36 Credits)

<input type="checkbox"/> BBA 305 Advanced Excel for Business Analytics	<input type="checkbox"/> BBA 430 Big Data and Visualization
<input type="checkbox"/> BBA 350 Predictive Analytics	<input type="checkbox"/> BBM 412 Project Management
<input type="checkbox"/> BBA 360 Forecasting for Business Analytics	<input type="checkbox"/> CSC 345 Database Foundations
<input type="checkbox"/> BBA 370 Simulation for Business Analytics	<input type="checkbox"/> ECO 102 Economics II
<input type="checkbox"/> BBA 420 Data Mining	<input type="checkbox"/> ISM 330 Business Intelligence
<input type="checkbox"/> BBA 489 Experiential Learning in Business Analytics	<input type="checkbox"/> PHI 314 Ethics for Computer Professionals
<input type="checkbox"/> BBA 490 Internship in Business Analytics	<input type="checkbox"/> CSC 414 Ethics for AI and Data Analytics

## Business Electives (9 Credits)

Choose from the following:

<input type="checkbox"/> BAC 201 Intermediate Accounting I	<input type="checkbox"/> CSC 420 Intro to Artificial Intelligence
<input type="checkbox"/> BAC 202 Intermediate Accounting II	<input type="checkbox"/> CTA 236 Introduction to SSPS
<input type="checkbox"/> BBA 380 Database Marketing	<input type="checkbox"/> FIN 306 Corporate Finance
<input type="checkbox"/> BBA 440 Web and Social Media Analytics	<input type="checkbox"/> FIN 410 Finance Reporting and Analysis
<input type="checkbox"/> BBA 450 Advanced Visualization	<input type="checkbox"/> GIS 300 Geographic Information Systems Science & Technology
<input type="checkbox"/> BBA 460 R for Business Analytics	<input type="checkbox"/> MAT 313 Experimental Design
<input type="checkbox"/> BMK 321 Marketing Research	<input type="checkbox"/> SEC 290 Introduction to Programming With Python
<input type="checkbox"/> CSC 419 Python for Data Science	

= 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. BBM 301: The prerequisite is BBM 201. PHI 314: The prerequisite is CTA 206 or 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.



Dual-Credit  
**ADVANTAGE™**

SAVE TIME & TUITION

You can apply selected courses (and their credits) in this degree program to a variety of WilmU certificate programs, allowing you to earn a resume-boosting certificate and your bachelor's degree simultaneously. Learn more at [wilmu.edu/DualCredit](http://wilmu.edu/DualCredit).

### Related Dual-Credit Certificates:

- Applied Business Statistics
- Data Visualization
- Marketing Analytics
- Sport Analytics

### Already have an associate degree?

A WilmU completion degree provides just the courses you need to earn your bachelor's degree.

Look for the to see typical completion degree courses.

Prerequisite and additional courses not listed here may be required.

### Have questions? We're here to help!

Academic Recruiters



(302) 213-3916



[recruiting@wilmu.edu](mailto:recruiting@wilmu.edu)



Wilmington University's College of Business has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE).

Get Started Today!

[wilmu.edu/Apply](http://wilmu.edu/Apply)



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BUSINESS

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