Business Analytics
BS in Management with a concentration in Business Analytics

Faster computing powers have made it possible for organizations to transform their massive amounts of data into information and apply advanced analytics methods to problems that were impossible to solve even ten years ago. Business analytics uses data, statistical and quantitative analysis, programming, predictive modeling, and optimization to make businesses work better and provide them with competitive advantage.

A concentration in Business Analytics will prepare you with the skills to use data and models that organizations are looking for in order to help them make better decisions in diverse areas like marketing, supply chain and operations, and health care.

Concentration Requirements and Course Descriptions

Students interested in the Business Analytics concentration must show superior quantitative skills by having earned 56 credits, a minimum GPA of 3.5 and having achieved a grade of A or A- in CQS 311. In addition to the standard core curriculum which all SOM students take, all Business Analytics majors must take a minimum of four Business Analytics electives. Three of the electives are specific required courses and the remainder may be selected from the following:

Required Coursework
(Completion of S-Core coursework required for all courses)
• SCM 360 - Spreadsheet Modeling and Decision Making
• MIS 325 - Essentials of Programming*
• SCM 460 - Business Intelligence and Analytics (Fall)
*Can be replaced with an elective below if approved

Elective Coursework
(Select one or more of the following)
• MKTG 441 - Customer Analytics*
• MKTG 475 - Data Driven Marketing* (Spring)
• MKTG 480F - Optimizing Customer Strategy* (Fall)
• MIS 480F - IT for Analytics (Fall)
• MIS 480H - Web Mining and Social Network Analysis (Spring)
*Pre-requisite - MKTG 311

PLEASE NOTE: Courses are typically offered in specified semesters, however, semesters offered are subject to change based on instructor availability.

Additional information regarding the Business Analytics concentration is available at: rebrand.ly/SOMUndergradConcentrations

Full course descriptions are available in the Binghamton University Bulletin: rebrand.ly/BinghamtonBulletin

Updated course schedules are available on BU Brain, accessible through myBinghamton: my.binghamton.edu