Business Analytics Degree: 
Big Data Skills to Set You Apart

Blending business, statistics and technology, the bachelor’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.

A Business Analytics Degree to Build Your Career or Be Your Own Boss
A Wilmington University 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 in Business Analytics with Admission Guaranteed
This undergraduate data analysis degree program is one of the few programs of its kind in the region—and no SAT or minimum GPA is 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.

Get started today at wilmu.edu/Apply

Bachelor of Science in Business Analytics
# 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 or SOC 101 Introduction to Sociology
- ENG 131 Public Speaking
- HIS 381 Contemporary Global Issues
- Humanities Electives (6 Credits)
- Eng 122 English Composition II
- Nat Science Elective (3 or 4 Credits)
- Free Electives (6 Credits)

**Business Core (33 Credits)**

- BAC 101 Accounting I
- BAC 102 Accounting II
- BBA 301 Introduction to Business Analytics
- BBA 201 Principles of Management
- BBA 301 Organizational Behavior*
- BBM 320 Business Communications
- BBA 302 Project Management
- BMK 305 Marketing
- FIN 305 Financial Management
- MAT 312 Business Statistics
- MIS 320 Management Information Systems

**Business Analytics Program Core (33 Credits)**

- BBA 305 Advanced Excel for Business Analytics
- BBA 350 Predictive Analytics
- BBA 360 Forecasting for Business Analytics
- BBA 420 Data Mining
- BBA 430 Big Data and Visualization
- BBA 480 Capstone Business Analytics†
- BBM 402 Strategic Management**
- CSC 345 Database Foundations
- ECO 102 Economics II
- ISM 330 Business Intelligence
- PHI 314 Ethics for Computer Professionals

**Business Electives (9 Credits)**

Choose from the following:

- BAC 201 Intermediate Accounting I
- BAC 202 Intermediate Accounting II
- BBA 370 Simulation for Business Analytics
- BBA 380 Database Marketing
- BBA 440 Web and Social Media Analytics
- BBA 450 Advanced Visualization
- BBA 460 R for Business Analytics
- BMK 321 Marketing Research
- CTA 236 Introduction to SSPS
- FIN 306 Corporate Finance
- FIN 410 Finance Reporting and Analysis
- HRM 371 Intro to People Analytics
- GIS 300 Geographic Information Systems Science & Technology
- SEC 290 Introduction to Programming with Python

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Apply a Dual-Credit Certificate to your degree!

Earn a career-boosting certificate and get credit toward a WilmU degree at the same time! Most WilmU certificates can be completed entirely online in just one year.

**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.

**Have questions? We’re here to help!**

Admissions Specialists
877.967.5464
admissions@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).

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*Typical Completion Degree Course

** Available as a co-op

† This is the last course to be taken. All courses listed in the Business Analytics Program Core are required to be completed with a minimum grade of "C" before taking the Capstone.

Prerequisite Notes:

- BBA 350: The prerequisite is BBA 305. BBA 370: The prerequisite is BBA 305 and MAT 312. BBA 380: The prerequisite is BMS 305 and BBA 350. BBA 440: The prerequisite is BBA 305 and BBA 450. The prerequisite is BBA 430, BBA 350, and ECO 101. The prerequisite is BBA 305. BBA 410: The prerequisite is BBA 420 or BBA 430. BBA 311: The prerequisite is BBA 101 or BBA 301. The prerequisite is BBA 101. BBA 205: The prerequisite is CTA 326 or CTA 210 or equivalent. BBA 412: The prerequisite is BBA 301 or ECO 102. The prerequisite is BBA 350. BBA 301: The prerequisite is BBA 305 or ECO 102. The prerequisite is BBA 305 or ECO 102. The prerequisite is BBA 305 or ECO 102. The prerequisite is BBA 305 or ECO 102.

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