

Business Analytics



Bachelor of Business Administration in Business Analytics

Businesses, nonprofits and government organizations are increasingly reliant on the effective use of data. The business analytics major in the UW-Whitewater College of Business and Economics is an applied program that enables students to solve business problems with data. With a deep understanding of analytics and the broad business foundation of a BBA, graduates will be prepared to interpret data-driven insights in business settings and communicate recommendations to the business community.

The multidisciplinary program includes courses in information technology, economics, math and marketing. More specifically, the curriculum covers topics such as the role data plays in decision-making, processes and limitations of working with data, interpretation and communication of findings, and use of visualization tools; including topics on data mining and artificial intelligence. Along with learning how to work with data, students examine the ethical handling of business data and decision-making. They also develop skills through internships, as well as working on business problems with community partners.



University of Wisconsin
Whitewater

College of Business
and Economics



www.edu/cobe/bachelors/degrees-and-majors/business-analytics



98%

placement rate

30,000

active alumni

\$74,420

average starting salary



University of Wisconsin Whitewater

College of Business and Economics

What are the career prospects with this degree?

The demand for business analysts has increased in recent years and is projected to continue. The US Bureau of Labor Statistics (BLS) projects job growth between 2020 and 2030 for similar roles to range from seven percent (computer systems analysts) to 25 percent (operations research analysts).

Business analytics careers have an excellent outlook. The Bureau of Labor Statistics reports that occupations related to business analytics are expected to grow faster than average, and third-party market analysis confirms strong regional demand.



Common Employers

Baker Tilly, GE Healthcare,
West Bend Mutual Insurance,
Tecomet, Rockwell Automation



Common Job Titles

Management Analyst,
Operations Analyst,
Market Research Analyst,
Financial Analyst



Wisconsin's Largest Business School

