



Lots of factors go into making business decisions. You'll be the person who knows all of them. Our Business Analytics program will teach you how to use data to analyze performance, build business strategy, and achieve goals. It's a major that will give you technological skills to manage databases, analytical skills to interpret data and create models for business decisions, and management skills so you can use analytical results to improve business. With this experience, you can work wherever there's a need for data-driven business decisions—and that's practically anywhere. The program is taught by faculty from a wide range of business disciplines to prepare you for an analytics career in any sector.

This is the place.

There's no better place than New Orleans to study business. Having been ranked in the top 100 cities on Forbes' list of "The Best Places for Business and Careers" and gotten the highest rating of any city in Louisiana, New Orleans is quickly becoming a hub for entrepreneurs. In the last decade, a number of tax and job incentive programs have brought a boom of startups and new businesses—and they all need people like you.

You'll participate in our Business Portfolio Program, which offers networking events, resume workshops, mock interviews, job and internship searches, advising, degree checks, and more. Additionally, all of our students graduate with internship experience from real businesses and organizations, so by the time you're looking for a job—you'll have already had one. Our combination of experienced faculty, state-of-the-art facilities, and hands-on programs imparts real-world preparation onto our graduates.

Courses

To prepare for a career in business analytics, you'll take courses in mathematics, computer science and analytics. Then, you'll choose specialization electives to tailor the program to your goals. Here's a sample of what you can expect to learn and do:

Business Statistics

This course is an introduction to the statistics used in business, including sources of business data, describing data, probability, the use of confidence limits, the use of hypothesis tests, analysis of variance, and simple correlation and linear regression.

Econometrics I - Linear Models

This is an intermediate level statistics course. After a brief overview of statistics, the course covers least squares estimation, statistical inference, diagnostic methods, selection and evaluation of functional form, and simultaneous equations estimation. Students use the STATA software program and complete a comprehensive statistical research project.

Contemporary Managerial Decision Making

This course provides students with diagnostic and analytical tools and skills for informing effective decisions. A course project requires diagnostic skills to formulate problems, decision-modeling skills, data collection and analysis skills, and managerial skills such as planning, organizing, leading, and controlling.

Consumer Analysis and Research

Students learn to measure and analyze consumer attitudes and behavior. Measurement techniques covered include observation, interviews, focus groups, and surveys. Analysis tools used include descriptive statistics, chi square, and spreadsheet analysis for value determination.