

BUSINESS ANALYTICS

COLLEGE OF BUSINESS



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.

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.

Potential Employers:

- J.P. Morgan
- General Electric
- C.H. Robinson
- The Recording Academy

ATTENDING LOYOLA means being in the heart of New Orleans. Our campus is located in the city's historic Uptown neighborhood, just a short drive from the Central Business District, the city's hub of innovation and strategic thinking. You'll learn to hone your talents in the city named #1 new brainpower city in America, and since you'll participate in our Portfolio Career Program, you'll have connections and opportunities throughout the city immediately.