

# BUSINESS ANALYTICS

## SCHOOL OF ARTS & SCIENCES



### Program Mission

Our mission is to forge a pathway for students to achieve influential careers in any sector post-graduation. We're committed to delivering a world-class Business Analytics education that arms students to excel in all professional settings, whether that's in finance, healthcare, retail, technology, or beyond.

### Data Is the Heart of Modern Business Strategy

Data is at the heart of modern business strategy, influencing everything from operational efficiency to market penetration. At Mount Mary, our Business Analytics program delves into how data shapes business performance, competitive advantage, and innovation.

We prepare students to tackle real-world business challenges with data-driven solutions, equipping them with the analytical skills needed to transform industries and foster economic growth. Our curriculum is designed to create leaders who can leverage analytics to drive business decisions and craft a healthier economic future.

### Skills and Industry Alignment

There are no formal industry certifications tied into this program, however, it does lean into key skills that are used in nearly every data role in the world today.

**Tableau:** This is a business intelligence platform and data visualization tool with widespread adoption throughout the Fortune 500 and tech startups alike. It allows analysts to visualize and combine large sets of data to glean insights and make recommendations.

**SQL & Databases:** This lightweight programming language is the bread and butter of business data today. Creating queries with SQL enables students to pull specific data points from databases so it can then be further manipulated and analyzed with a tool like Excel or Tableau.

**Visualizations & Excel:** Most people know Excel for the spreadsheets, but it's also a commonly used tool to create data visualizations for presentations at work. We'll make sure students are comfortable with this tool and can apply it within their portfolio of work

### CAREER OPPORTUNITIES

The Business Analytics program targets the following graduate roles / opportunities for students:

- Business Analyst
- Data Analyst
- Risk Analyst
- Business Intelligence
- Business Intelligence Developer

### LEARN MORE ONLINE

For additional information about Mount Mary University's exercise science major, please visit [mtmary.edu/academics](https://mtmary.edu/academics).

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MAJOR	CORE	MINOR	ELECTIVES
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### FRESHMAN YEAR

FALL Courses		SPRING Courses	
FYS 100 First Year Seminar	3	ENG 120 College Research Writing	3
ENG 110 Intro to College Writing	3	Artistic Inquiry Core	3
COM 105 Professional Presentations	3	Civic Engagement Core	3
MAT 105 Algebra I	4	MAT 111 Algebra II	4
BUS 109 Data and Digital Literacy	3	ITS 101 Programming for Everyone I	3
<b>TOTAL</b>	16 credits	<b>TOTAL</b>	16 credits

### SOPHOMORE YEAR

FALL Courses		SPRING Courses	
Human Connection Core	3	Scientific Inquiry Core	3
Global Perspectives Core	3	MAT 216 Statistics	4
ITS 102 Programming for Everyone II	3	ITS 202 Foundations of Data Analytics II	3
ITS 201 Foundations of Data Analytics I	3	Major Elective	3
Major Elective	3	Minor/Elective	3
<b>TOTAL</b>	15 credits	<b>TOTAL</b>	16 credits

### JUNIOR YEAR

FALL Courses		SPRING Courses	
BUS 205 Personal Finance	3	Theology Course	3
ITS 301 Business Analytics I	3	ITS 302 Business Analytics II	3
ENG 419 Technical & Business Communica-	3	BUS 335 Management Information Systems	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
<b>TOTAL</b>	15 credits	<b>TOTAL</b>	15 credits

### SENIOR YEAR

FALL Courses		SPRING Courses	
ITS 494 Business Analytics Practicum	3	ITS 498 Internship	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
Minor/Elective	3	Minor/Elective	3
<b>TOTAL</b>	15 credits	<b>TOTAL</b>	15 credits

**UPDATED OCTOBER 2024**

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.

