

BACHELOR OF SCIENCE WITH A MAJOR IN BUSINESS, BUSINESS ANALYTICS CONCENTRATION

The bachelor of science in business with a concentration in business analytics degree program provides students with the analytical tools and conceptual framework needed to understand and apply data and decision modeling in real life settings. Analytics is defined as the extensive use of data, statistical and quantitative models, and fact-based management to drive decisions and actions. More than just modeling and data manipulation, it is a process of transforming data into actions through analysis and insights in the context of organizational decision making and problem solving. Combining the business analytics concentration with any other area in business, such as finance or marketing, or in other fields, such as engineering, public policy, and international affairs, may give graduates expanded career opportunities.

REQUIREMENTS

In addition to the requirements for the bachelor of science with a major in business (<http://bulletin.gwu.edu/business/bs/>), the concentration in business analytics requires five field courses:

Code	Title	Credits
Required		
Required field courses		
DNSC 3403	Decision Models	
DNSC 4211	Programming for Analytics	
DNSC 4279	Data Mining	
Two additional field courses, selected from the following:		
DNSC 4404	Essentials of Project Management	
DNSC 4900	Special Topics (Forecasting; Marketing Analytics; or Supply Chain Analytics)	
ISTM 4121	Database Principles and Applications	

Students should consult with an advisor for specific bachelor of science in business general education courses (<https://business.gwu.edu/current-students/undergraduate/advising-center/degree-requirements/>) that apply to this concentration.