

Business Analytics, Major

Chairperson: Mark Barratt, Ph.D.

Department of Management website (<http://business.marquette.edu/departments/management/>)

The curriculum provides students an operational knowledge of data preparation, including understanding the business problem, understanding which data to collect, and how to clean and prepare data that is frequently messy and unstructured to make it ready for analysis. Students also learn a variety of descriptive, prescriptive and predictive analytic techniques, data visualization techniques, basic machine-learning and artificial intelligence practices, and the methods to effectively communicate insights derived from analysis to senior management. The major concludes with an integrated, cross functional applied industry-based project, with students working in teams on a large real-world data set. Requiring a double major, students also obtain another major in a functional business field such as accounting, economics, innovation and entrepreneurship, finance, information systems, human resources management, marketing, real estate or supply chain management.

Business Analytics

Students majoring in Business Analytics must pair this major with another primary major in the college.

Code	Title	Hours
Upper Division Business Electives (courses completed in primary major)		15
BUAN 3065	Business Analytics 1: Data Definition, Preparation, Descriptive Analytics	3
BUAN 3066	Business Analytics 2: Predictive and Prescriptive Modeling	3
BUAN 4060	Business Analytics: Unstructured Data Analysis	3
BUAN 4061	Advanced Business Analytics	3
BUAN 4160	Integrative Business Analytics	3
Total Credit Hours:		30

Note: Student must earn a C or better in BUAD 1560 Introduction to Statistics and Business Analytics to enroll in BUAN 3065 Business Analytics 1: Data Definition, Preparation, Descriptive Analytics.

TYPICAL FOUR-YEAR PLANNER - NON-ACCOUNTING (122-129 CREDITS)

Freshman

First Term	Hours	Second Term	Hours
BUAD 1060 (may be taken first or second term) ¹		0-1 BUAD 1560	4
LEAD 1050		0 ACCO 1031	3
ACCO 1030		3 ECON 1103	3
MATH 1400		3 ENGL 1001 or BUAD 1001	3
ENGL 1001 or BUAD 1001		3 PHIL 1001 or THEO 1001	3
PHIL 1001 or THEO 1001		3	
ESSV1 (MCC) or NBE		3	
		15-16	16

Sophomore

First Term	Hours	Second Term	Hours
LEAD 2000 (may be taken first or second term)		1 CORE 1929 (MCC)	3
ECON 1104		3 CMST 2300 (may be taken first or second term)	2
ESSV1 (MCC) or NBE		3 Business Core	3
Business Core or Structured Elective		3 Business Core	3
Business Core		3 Business Core or Structured Elective	3
Business Core		3 DSCV (MCC) ^{2,3}	3
		16	17

Junior

First Term	Hours	Second Term	Hours
LEAD 3000 (may be taken first or second term)		1 Structured Elective	3
Structured Elective		3 Major Course/Business Elective	3
Major Course/Business Elective		3 DSCV (MCC) ^{2, 3}	0-3
Major Course/Business Elective		3 NBE	3
DSCV (MCC) ^{2, 3}		0-3 NBE	3
NBE		3	
		13-16	12-15

Senior

First Term	Hours	Second Term	Hours
MANA 4101		3 Major Course/Business Elective	3
Major Course/Business Elective		3 Major Course/Business Elective	3
Major Course/Business Elective		3 Major Course/Business Elective	3
Major Course/Business Elective		3 CORE 4929 (MCC)	3
DSCV (MCC) ^{2, 3}		3 Open Elective	3
NBE		3	
		18	15

Total Credit Hours: 122-129**University Policies**

- Academic Advising (<https://bulletin.marquette.edu/policies/academic-advising/>)
- Academic Censure - Undergraduate (<https://bulletin.marquette.edu/policies/academic-censure/undergraduate/>)
- Academic Integrity (<https://bulletin.marquette.edu/policies/academic-integrity/>)
- Academic Misconduct (<https://bulletin.marquette.edu/policies/academic-misconduct-policy/>)
- Academic Program Definitions (<https://bulletin.marquette.edu/policies/academic-programs-defined/>)
- Academic Standing (<https://bulletin.marquette.edu/policies/academic-standing/>)
- Accelerated Degree Programs (<https://bulletin.marquette.edu/policies/accelerated-degree-programs/>)
- Advanced Standing Credit - Undergraduate (<https://bulletin.marquette.edu/policies/advanced-standing-undergraduate/>)
- Attendance - Undergraduate (<https://bulletin.marquette.edu/policies/attendance/undergraduate/>)
- Audit - Undergraduate (<https://bulletin.marquette.edu/policies/audit/>)
- Awarding Diplomas and Certificates (<https://bulletin.marquette.edu/policies/awarding-diplomas-certificates/>)
- Background Checks, Drug Testing (<https://bulletin.marquette.edu/policies/background-checks-drug-testing/>)
- Class Rank (<https://bulletin.marquette.edu/policies/class-rank/>)
- Classification - Undergraduate (<https://bulletin.marquette.edu/policies/classification-undergraduate/>)
- Commencement (<https://bulletin.marquette.edu/policies/commencement/>)
- Conferral of Degrees and Certificates (<https://bulletin.marquette.edu/policies/conferral-degrees-certificates/>)
- Course Levels (<https://bulletin.marquette.edu/policies/course-levels/>)
- Credit Hour (<https://bulletin.marquette.edu/policies/credit/>)
- Credit Load - Undergraduate (<https://bulletin.marquette.edu/policies/credit-load/undergraduate/>)
- Examinations (Midterm and Final) - Undergraduate (<https://bulletin.marquette.edu/policies/examinations-midterm-final-undergraduate/>)
- Faculty Grading (<https://bulletin.marquette.edu/policies/faculty-grading/>)
- Family Education Rights and Privacy Act-FERPA (<https://bulletin.marquette.edu/policies/ferpa/>)
- Grade Appeals (<https://bulletin.marquette.edu/policies/grade-appeals/>)
- Grading System - Undergraduate and Health Science Professional (<https://bulletin.marquette.edu/policies/grading-system/undergraduate-healthscienceprofessional/>)

- Graduation - Undergraduate (<https://bulletin.marquette.edu/policies/graduation/undergraduate/>)
- Immunization and Tuberculosis Screening Requirements (<https://bulletin.marquette.edu/policies/immunization-and-tuberculosis-screening/>)
- Last Date of Attendance/Activity (<https://bulletin.marquette.edu/policies/last-dateof-attendance-activity/>)
- Major and Minor Declaration - Undergraduate (<https://bulletin.marquette.edu/policies/major-declaration/>)
- Medical Withdrawal (<https://bulletin.marquette.edu/policies/medical-withdrawal/>)
- Military Call to Active Duty or Training (<https://bulletin.marquette.edu/policies/militarycall-active-duty-training/>)
- Non-Degree Undergraduate Students (<https://bulletin.marquette.edu/policies/non-degree-undergraduate-students/>)
- Readmission - Undergraduate (<https://bulletin.marquette.edu/policies/readmission/>)
- Registration - Undergraduate (<https://bulletin.marquette.edu/policies/registration/undergraduate/>)
- Repeated Courses - Undergraduate (<https://bulletin.marquette.edu/policies/repeated-courses/undergraduate/>)
- Second Language Course Placement - Undergraduate (<https://bulletin.marquette.edu/policies/second-language-course-placement-undergraduate/>)
- Second/Additional Bachelor Degree (<https://bulletin.marquette.edu/policies/second-additional-bachelor-degree/>)
- Student Data Use and Privacy (<https://bulletin.marquette.edu/policies/student-data-use-privacy/>)
- Study at Other Institutions - Undergraduate (<https://bulletin.marquette.edu/policies/study-institutions/>)
- Transcripts-Official (<https://bulletin.marquette.edu/policies/transcripts-official/>)
- Transfer (Internal) to Another Undergraduate College within the University (<https://bulletin.marquette.edu/policies/transfer-internal-another-undergraduate-college-within-university/>)
- Transfer Course Credit - Undergraduate (<https://bulletin.marquette.edu/policies/transfer-course-credit-policy/undergraduate/>)
- Withdrawal - Undergraduate (<https://bulletin.marquette.edu/policies/withdrawals/undergraduate/>)

College of Business Administration Policies

- Academic Dismissal/Probation/Academic Alert (CAA) (<https://bulletin.marquette.edu/business-administration/policies/dismissal-probation-alert/>)
- Academic Load (<https://bulletin.marquette.edu/business-administration/policies/academic-load/>)
- Attendance (<https://bulletin.marquette.edu/business-administration/policies/attendance/>)
- CR/NC Option (<https://bulletin.marquette.edu/business-administration/policies/crnc-option/>)
- Declaration of Major (<https://bulletin.marquette.edu/business-administration/policies/declaration-major/>)
- Degrees Offered (<https://bulletin.marquette.edu/business-administration/policies/degrees-offered/>)
- Grade Appeals (<https://bulletin.marquette.edu/business-administration/policies/grade-appeals/>)
- Grade Minimums (<https://bulletin.marquette.edu/business-administration/policies/grade-minimums/>)
- Independent Study Courses (<https://bulletin.marquette.edu/business-administration/policies/independent-study-courses/>)
- Transfer Course Study Approval (<https://bulletin.marquette.edu/business-administration/policies/transfer-course-study-approval/>)
- Transfer Students (<https://bulletin.marquette.edu/business-administration/policies/transfer-students/>)