BUSINESS ANALYTICS

...Creating Data Driven Decision Makers

Business analytics” a broad use of data and quantitative analysis for decision-making within organizations

The College of Business at the Texas A&M University has introduced the Business Analytics program to help students build exciting careers in variety of industries working with big data to gain insights on business performance and drive business processes. The program will:

* Improve students problem solving and decision making skills using big data.
* Be offered as an online and/or face to face course.
* Develop students quantitative capabilities & technical expertise to create business and social value.

The Business Analytics program is designed to prepare students entering the workforce in the rapidly emerging field of business analytics. It intends at sharpening student problem solving and decision making ability by interpreting the data.

Reasons why you should be in Business Analytics:

⇒ High salary & Employment opportunities within and outside the U.S. in any business organization
⇒ STEM course. Offers extended OPT of 29 (12+17) months for International students.
⇒ #3 best new job in the U.S. with 18.7% job growth (Money.CNN.com)
⇒ Latest technology strategies in market and competitive operations and advantage.

![Graph showing salary comparison for different roles in Business Analytics](image-url)
Skill set needed/desired to start

The program is intended to help students identify opportunities hidden in big data and apply these findings to real world business challenges. Data analysts provide organizations with ideas for smarter strategic management, improved financial performance and better operational efficiencies. Students will prepare for specific jobs as Computer System Analysts, Management Analysts, Market research analyst, logisticians and operations research analysts in a wide range of organizations and industries.

BUSA 128 - BUSINESS COMPUTER SYSTEMS
A study of introductory business computing concepts and the role of information systems in modern organizations

BUSA 326 - DATA AND INFORMATION MGT
This course provides the students with an introduction to the core concepts in data and information management. The focus is on identifying organizational information requirements, modeling them using conceptual data modeling techniques, converting the conceptual data models into relational data models and implementing and utilizing a relational database.

BUSA 421 - DATA MINING
An introduction to the concept, issues, tasks, and techniques of data mining. Topics include data preparation, data warehouse & data marts, association rules classification, clustering, evaluation and validation, scalability, spatial and sequence mining and data mining application.

BUSA 424 - BUSINESS ANALYTICS MODELING
This is an applied course developing fundamental knowledge and skills for applying management science models to business decision making. Topics include decision analysis, simulation, and risk models and optimization models, including the use of software for business applications

BUSA 428 - PROJECT MANAGEMENT
This course covers management techniques to plan, execute and control software development projects, including the development of large Enterprise systems and Big Data projects. The focus is on resource management (tie, money and people), quality control, risk and communication, as well as software specific areas such as estimation and metrics.

CONTACT
Dr. Chris Myers
Interim Department Chair
Email: Chris.Myers@Tamuc.edu
Phone: 903.886.5700

For More Details Please visit http://www.tamuc.edu/academics/colleges/business/departments/businessAdministration/default.aspx