Business Analytics Emphasis Guide
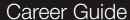## Career Guide

Leeds School of Business
UNIVERSITY OF COLORADO **BOULDER**

EXPLORE

The area of emphasis in **Business Analytics** focuses on the exciting and fast-growing field of data science and management. This interdisciplinary emphasis teaches students how to interpret and use data in **driving strategic business decisions**. Coursework emphasizes the application of new tools and statistical methods to solve problems in marketing, supply chains, operations and other key business disciplines. This technical, quantitative curriculum prepares students for in-demand roles as consultants, analysts and managers in virtually every industry.

Industry Overview

The job market for business professionals who can bring analytical rigor to their work is strong and projected to continue growing. The skills in this program, combined with elective courses you'll take, will help you focus your interest and career destination. Graduates with business analytics knowledge and skills go on to early-career roles as business analysts, consultants, market research analysts, project managers and supply chain managers.

Top Hiring Industries

Consulting	Sports, Entertainment and Leisure	IT and IT Services
Digital Marketing		Media
Energy and Utilities	Financial Services	Nonprofit
	Food and Beverage	Transportation
Government	Consumer Products	

Additional Tips

Organizations to Join

- Leeds Association for Information Systems
- Leeds Consulting Group
- Applied Data Science Club
- Leeds Investment & Trading Group

Events & Networking

- Attend career fairs
- Attend meet & greet and office hours with employers

Course Electives Employers Notice

- Marketing Research and Analytics
- Supply Chain Management
- Managing Business Processes
- Python
- Enterprise Intelligence Systems

Recruiting Timeline

▶ **Fall Semester**
Some companies recruit during the fall semester for internships and full-time positions.

▶ **Spring Semester**
Spring is when the majority of recruiting takes place and positions are posted. However, be on the lookout for internships and full-time positions year round.

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Academic Guide

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REQUIRED COURSES

BAIM 4120:
Business Analytics

MGMT 4820:
Decision Analytics

BAIM 3205:
Business Data Management

MKTG 3050:
Customer Analytics

CHOOSE ONE ELECTIVE

BAIM 3220: Introduction to Python Programming

BAIM 4230: Customer Success with Salesforce CRM

MGMT 4110: Supply Chain Management

MKTG 3350: Marketing Research and Analytics

MGMT 4120: Managing Business Processes

MKTG 3700: Digital Marketing

REQUIRED SENIOR CAPSTONE

BAIM 4065:
Leadership in a Digital Age

QUICK REMINDERS

▶ Students must complete all **BCOR** and **BASE** classes to enroll in any **area of emphasis** classes.

▶ **The Business Analytics** area of emphasis requires a total of **18 credit hours**, or **6 courses**, and can be completed in **3 semesters**.

▶ If you are also interested in **Operations Management**, consider the **OPIM certificate**.

▶ All courses are **3 credit hours** unless otherwise noted.

Book an appointment with an advisor today!
appointments.colorado.edu