

# Business Data Analytics • Bachelor of Science

## Why Choose Business Data Analytics?

Today organizations face tough competitive challenges - some of which arise from the advantage of better knowledge. Your future employer may ask you to create an advantage for your organization by applying research methods to discover information hidden within vast databases. You may help a team discover shifting customer buying patterns, uncover fraudulent credit card use or help discover changes in habitat impacting an endangered species. Are you a team player? Like the idea of discovering new knowledge? Good at numbers? Then a career in business data analytics may be right for you.

Ferris's Business Data Analytics (BDA) program is the only undergraduate BDA program in Michigan. We designed the course of study with input from industry leaders. You will learn by working with faculty on real-world projects at our research consulting center. Our faculty employ proven teaching methods and technologies to help you learn.

## Get a Great Job

The business data analytics job market is exploding in a range of fields including business, education, manufacturing, healthcare, criminal justice, government, science and others. The Business Data Analytics program focuses on data analytic applications in business - but the acquired skills are widely applicable.

Career options might be business data analyst, market research analyst, data analyst/data architect, business and systems analyst, system architect, analytic software sales rep, business systems consultant or data analyst consultant.

## Admission Requirements

Applicants are expected to meet 3 of the 4 criteria listed below in order to be placed directly into a College of Business bachelor/associate degree program. Any mitigating circumstances will be considered on an individual basis by the College of Business Dean's Office.

- High school GPA of 2.5 (on a 4.0 scale).
- English ACT of 16 or higher or SAT of 370 or higher
- Math ACT of 19 or higher or SAT of 460 or higher
- Reading ACT of 19 or higher

Applicants not meeting the above criteria for direct admissions into a specific COB program, but still meeting Ferris State University admissions criteria, will be placed into the College of Business in the Pre-Business program until they meet the admission criteria for the program into which they desire entrance. Transfer student admission criteria can be found on the transfer student webpage.

## Graduation Requirements

The Business Data Analytics program at Ferris leads to a bachelor of science degree in business. Graduation requires a minimum 2.0 GPA in core classes, in the major and overall.

## Required Courses

## Credit Hours

<b>BUSINESS CORE</b>		
ACCT 201	Principles of Accounting 1	3
ACCT 202	Principles of Accounting 2	3
BLAW 321	Contracts and Sales	3
BUSN 499	Integrating Experience	3
FINC 322	Financial Management 1	3
ISYS 321	Business Information Systems	3
MGMT 301	Applied Management	3
MGMT 370	Quality-Operations Mgmt	3
MKTG 321	Principles of Marketing	3
STQM 260	Introduction to Statistics	3
<b>MAJOR</b>		
ISYS 200	Database Design-Implementation	3
ISYS 411	Project Management	3
STQM 200	Intro to Data Mining	3
STQM 285		3
STQM 322	Inferential Statistics	3
STQM 341	Management Science	3
STQM 342	Data Mining Tools	3
STQM 380	Data Mining Processes	3
STQM 440		3
STQM 460		3
Internship or Directed Elective (see advisor)		3
<b>CONCENTRATIONS (Choose one of the following concentrations)</b>		
Information Security and Intelligence Concentration		
ISIN 220	Visual Analysis-Investigations	3
ISIN 301	Data-Intelligence Comp Theory	3
Directed elective (advisor approval)		3
Marketing Analysis Concentration		
MKTG 378	Marketing Data Analysis	3
MKTG 425	Marketing Research	3
Directed elective (advisor approval)		3
Business Information Systems Concentration		
ISYS 202	Principles of Information Syst	3
ISYS 303	Systems Analysis Methods	3
ISYS 311	Information System in Business	3
Quality and Systems Improvement Concentration		
STQM 311	Cont Improvement Tools-Tech	3
STQM 351	Quality Control for Management	3
Directed elective (advisor approval)		3
Geographic Information Systems Concentration (/b>		
GISC 225	Principles of GIS	3
GISC 282	Geographic Infor Systems 2	3
GISC 382	GIS Data Analysis-Specializ	3
Directed Concentration		
Directed el-	(advisors approval required)	9
electives		
<b>UNIVERSITY GENERAL EDUCATION</b>		



## More Information

Marketing Department  
119 South Street/BUS 212  
Big Rapids, MI 49307-2284  
Phone: 231-591-2426  
E-mail: [MKTG@ferris.edu](mailto:MKTG@ferris.edu)

The College of Business is accredited by the Association of Collegiate Business Schools and Programs (ACBSP.)  
[http://www.acbsp.org/p/st/ld/sid=s1\\_001](http://www.acbsp.org/p/st/ld/sid=s1_001)

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Communication Competence		
Choose one: COMM 105, or COMM 121		3
ENGL 150 English 1		3
Choose one: ENGL 211, or ENGL 250		3
Choose one: ENGL 311, or ENGL 325		3
Scientific Understanding		
Science elective		3-4
Lab science elective		4
Quantitative Skills		
MATH 115 Intermediate Algebra (If MATH ACT is 24 or higher, substitute a general education elective)		3
Cultural Enrichment		
PHIL 216 Introduction to Ethics		3
Cultural Enrichment Electives		6
Social Awareness		
ECON 221 Principles of Macroeconomics		3
ECON 222 Principles of Microeconomics		3
PSYC 150 Introduction to Psychology		3
COLLEGE OF BUSINESS Additional General Education		
COMM 221 Small Group Decision Making		3
MATH 122 Math Analysis for Business		3
PHIL 217 Introduction to Logic		3
Minimum credit hours required		121 - 122