Business Data Analytics, BS

BABDABS

Program description

The BS program in business data analytics prepares business students with the requisite knowledge, skills and experience to create and manage big data initiatives and associated business processes in order to facilitate large-scale business data analytics in organizations.

Students learn organizational and technical competencies to implement data gathering, cleansing, integration and modeling tasks as well as data asset analysis for business applications. The program covers data warehousing, dimensional modeling, big data analytics methods and visualization tools and techniques, and it introduces topics such as data mining and predictive analytics.

At a glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe or Online, ASU Local

- **Second language requirement:** No
- **First required math course:** MAT 210 - Brief Calculus
- **Math intensity:** Moderate

Required courses (Major Map)

2024 - 2025 Major Map (on-campus)
2024 - 2025 Major Map (online)
Major Map (Archives)

Concurrent program options

Students pursuing concurrent degrees (also known as a "double major") earn two distinct degrees and receive two diplomas. Working with their academic advisors, students can create their own concurrent degree combination. Some combinations are not possible due to high levels of overlap in curriculum.

Accelerated program options

This program allows students to choose a 3-year path while participating in the same high-quality educational experience of a 4-year option. Students can opt to fast-track their studies after acceptance into a participating program by connecting with their academic advisor. Fast track options appear at the top of the major map.

This program also allows students to obtain both a bachelor's and master's degree in as little as five years. It is offered as an accelerated bachelor's plus master's degree with:

Business Analytics, MS

Global Management (Creative Industries and Design Thinking), MGM

Global Management (Data Science), MGM

Global Management (Digital Audience Strategy), MGM

Global Management (Global Affairs), MGM

Global Management (Global Business), MGM

Global Management (Global Development and Innovation), MGM

Global Management (Global Digital Transformation), MGM

Global Management (Global Entrepreneurship), MGM

Global Management (Global Health Care Delivery), MGM

Global Management (Global Legal Studies), MGM

Global Management (Nonprofit Leadership and Management), MGM

Global Management (Public Administration), MGM

Global Management (Public Policy), MGM

Global Management (Sustainability Solutions), MGM

Global Management (Sustainable Tourism), MGM

Global Management, MGM

Acceptance to the graduate program requires a separate application. Students typically receive approval to pursue the accelerated master's during the junior year of their bachelor's degree program. Interested students can learn about eligibility requirements and how to apply.

Admission requirements

General university admission requirements:

All students are required to meet general university admission requirements.

First-year | Transfer | International | Readmission

Additional requirements:

First-year admission requirements: 1230 SAT Reasoning or 25 ACT score, or graduated in the top 8% of high school class, or have an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

First-year applicants should select an additional major when applying for admission. Additional choices may include any of the W. P. Carey business BA programs or any other degree program outside the W. P. Carey School of Business. Students who are not admissible to a W. P. Carey business BS major and who did not select a second major or are not admissible to their second major choice will be placed in a business Bachelor of Arts program in the W. P. Carey School of Business.

Readmission requirements: Students must meet first-year admission requirements by way of high school GPA, test score or class rank and must have a transfer GPA of 3.00 (if applicable) and a cumulative ASU GPA of 3.00.

Transfer admission requirements:

Transfer admission requirements (30 or more credit hours after high school): transfer GPA of 3.00 and one of the following: 1160 (prior to March 2016) or 1230 SAT Reasoning (after March 2016) or 25 ACT score, or graduated in the top 8% of high school class, or have an overall high school GPA of 3.40 in ASU competency courses (scale is 4.00 = "A").

Transfer students should select an additional major when applying for admission. Additional choices may include any of the school's Bachelor of Arts programs or any other business or other degree program outside the W. P. Carey School of Business.

Students who are admissible to the university but do not meet admission requirements for this program and did not select a second major or are not admissible to their second major choice will be placed in a Bachelor of Arts program in the W. P. Carey School of Business. Students not interested in the degree or campus location may reach out to wpcareyug@asu.edu for assistance selecting another degree program.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Change of Major Requirements

Students should review [W. P. Carey School of Business minimum requirements](#) to determine if they meet change of major requirements. Students ready to change their major should submit their request through the school's [advising website](#).

Students should visit the [Change of Major form](#) for information about how to change a major to this program.

Attend online

ASU Online

ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may [view the program's ASU Online page](#) for program descriptions and to request more information.

ASU Local

It is now possible to earn an ASU degree with [ASU Local](#), an integrated college experience in which students take advantage of in-person success coaching and programming experiences on site while completing one of 130+ undergraduate online degree programs, all of which come with online faculty interaction and tutoring support.

Transfer options

ASU is committed to helping students thrive by offering tools that allow personalization of the transfer path to ASU. Students may use [MyPath2ASU®](#) to outline a list of recommended courses to take prior to transfer.

ASU has [transfer partnerships](#) in Arizona and across the country to create a simplified transfer experience for students. These pathway programs include exclusive benefits, tools and resources, and they help students save time and money in their college journey.

Global opportunities

Global experience
As globalization continues to impact the way the world lives and works, international experiences have become vital to business data analytics students. Through international study and internships, students can gain valuable skills employers are looking for: communication and interpersonal skills, flexibility, motivation, and a real-life perspective on business applications worldwide. International experiences can help students understand new perspectives in the usage of data at an international scale. Business data analytics students in particular benefit from thinking about participating in a [Global Education program](#) early in their program. Students can leverage global opportunities and learning, which are great assets as students prepare for internships; students also can share these unique experiences with recruiters.

The W. P. Carey School of Business recommends these programs for students majoring in business data analytics.

Career opportunities

The demand for employees with business analytics skills is strong, with close to 89% of employers indicating their needs for new recruits skilled in business data analytics will increase in the future source: Occupational Information Network.

Graduates can become data analysts, data architects, data visualization developers, data change agents and data operators. Many graduates serve as architects, change agents and analytics tool suite operators for business and government.

Example job titles and salaries listed below are not necessarily entry level, and students should take into consideration how years of experience and geographical location may affect pay scales. Some jobs also may require advanced degrees, certifications or state-specific licensure.

Career	*Growth	*Median salary
Business Intelligence Analyst ☀	35.2%	$103,500
Computer Network Administrator	2.5%	$90,520
Computer Network Analyst	3.5%	$126,900
Computer Programmer		$97,800
Computer Scientist ☀	22.7%	$136,620
Data Management Specialist ☀	10.0%	$134,870
Database Administrator (DBA) ☀	7.0%	$99,890
Information Security Analyst ☀	31.5%	$112,000
Information Technology Manager (IT Manager) ☀	15.4%	$164,070
Intelligence Officer	1.5%	$86,280

* Data obtained from the Occupational Information Network (O*NET) under sponsorship of the U.S. Department of Labor/Employment and Training Administration (USDOL/ETA).

☀ Bright Outlook

Contact information

Department of Information Systems | BA 601
wpcareyis@asu.edu | 480-965-3252