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 as well as associated business processes 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 campus or online, ASU Local
- **Additional Program Fee:** Yes
- **Second Language Requirement:** No
- **First Required Math Course:** MAT 210 - Brief Calculus
- **Math Intensity:** Moderate

Required Courses (Major Map)

2022 - 2023 Major Map (On-campus)
2022 - 2023 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 and master's degree with:

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 (Integrated Health Care), 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. During their junior year, eligible students are advised by their academic departments to apply.
Admission Requirements

General University Admission Requirements:
All students are required to meet general university admission requirements.

Freshman | Transfer | International | Readmission

Additional Requirements:

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

Freshmen 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 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 BA program in the W. P. Carey School of Business.

Readmission requirements: must meet freshman 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 semester hours of credit 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 the student must have graduated in the top 8% of their 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 W. P. Carey business BA programs or any other business or other degree program outside W. P. Carey School of Business.

Students with fewer than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are placed in the exploratory social and behavioral sciences program in University College.

Students with more than 45 transfer hours who are not admissible to a W. P. Carey School of Business major and who did not select a second major or are not admissible to their second major choice are prompted in My ASU to select a new major.

Change of Major Requirements
Students should refer to the following W. P. Carey website to determine if they meet change of major requirements: https://students.wpcarey.asu.edu/degrees-and-advising/degree-programs/change-majors. Students ready to change their major should submit their request through W. P. Carey's Advising SOS: https://apps.wpcarey.asu.edu/apps/advising/index.cfm.

Students should refer to https://changemajor.apps.asu.edu 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 description and request more information here.

**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. Those interested may learn more about ASU Local here.

**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. Students may learn more about these programs by visiting the admission site: https://admission.asu.edu/transfer/MyPath2ASU.

**Global Opportunities**

**Global Experience**

Study abroad experiences open up new doors for business data analytics majors. Understanding business data analytics methods with a global lens helps students become more well-rounded and competitive in the field of data analytics. Students can study abroad nearly anywhere in the world and gain valuable internship experience in many global business hubs like Australia, Germany, England, Singapore, China, and the United Arab Emirates.

The W. P. Carey School of Business recommends the following study abroad programs for students majoring in business data analytics: https://goglobal.asu.edu/students/major/wp-carey/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.

Career examples include but are not limited to those shown in the following list. Advanced degrees or certifications may be required for academic or clinical positions.

<table>
<thead>
<tr>
<th>Career</th>
<th>*Growth</th>
<th>*Median Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Intelligence Analyst 🌟</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Computer Network Administrator</td>
<td>4.3%</td>
<td>$84,810</td>
</tr>
<tr>
<td>Computer Network Analyst 🌟</td>
<td>5.0%</td>
<td>$116,780</td>
</tr>
<tr>
<td>Computer Programmer</td>
<td></td>
<td>$89,190</td>
</tr>
<tr>
<td>Computer Scientist</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Data Management Specialist 🌟</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Database Administrator (DBA) 🌟</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Information Security Analyst</td>
<td>not available</td>
<td></td>
</tr>
<tr>
<td>Information Technology Manager (IT Manager) 🌟</td>
<td>10.4%</td>
<td>$151,150</td>
</tr>
<tr>
<td>Intelligence Officer</td>
<td>1.1%</td>
<td>$86,940</td>
</tr>
</tbody>
</table>

* 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 🌞 Green Occupation 🌿

Contact Information

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