

UWL Business Analytics

m Undergraduate minor

Make an impact in today's data-driven business world.

Companies today are increasingly relying on employees who can convert data into actionable insights to help businesses remain competitive. In UWL's Business Analytics minor, you'll learn skills in business analytics, technology and information systems needed to apply the results for business decision making. The minor is designed to complement many majors.

Business Analytics is a growing field of study that can lead to a variety of career paths and opportunities within a vast range of businesses and organizations. The Bureau of Labor Statistics projects the analytics field to grow 23 % from 2016-2026, much faster than the average for all occupations because of the increased use of data and market research across all industries.

What is business analytics?

Business analytics (BA) is the ability to use statistics, quantitative analysis and information modeling to shape and make business decisions.

Jobs in business analytics

According to the U.S. Bureau of Labor Statistics, business analytics is one of the fastest-growing employment categories. Job titles and salaries of business analytics professionals vary considerably and are usually dependent on work setting and experience. A UWL minor in Business Analytics can be a complement to many positions, such as those listed below.

- Business analyst
- Market research analyst
- Data analyst
- Data scientist
- Finance specialist
- Business intelligence specialist
- Operations analyst
- Survey researcher
- Management analyst



Analytics



What distinguishes UWL's Business Analytics program?

- **AACSB accredited school**
The Business Analytics program is housed in the College of Business Administration, which is accredited by AACSB, placing it in the top 5% of business programs in the world today.
- **Practice with analytics tools used by professionals**
Students learn a variety of business analytics skills that are rapidly-growing in demand. They gain hands-on experience with leading analytics applications: Tableau, R, SQL and Excel. They also apply data analytics through the use of a leading enterprise system, Salesforce.
- **Internship opportunities**
Students are encouraged to participate in internship opportunities. While gaining hands-on experience, students network with professionals in the field, which can lead to employment opportunities post-graduation.
- **High career placement with Fortune 500 Companies**
Many graduates are now employed at some of America's largest and most successful companies including Target, IBM, Northwestern Mutual, Verizon, General Electric, Best Buy and more.
- **Built to enhance a variety of majors**
The business analytics minor is designed to complement a variety of major programs by giving students practice with emerging business analytics technology and information systems approaches. Examples of programs that will benefit from the minor include: marketing, management, finance, economics, information systems, accounting, math and statistics and others.

Information Systems Department

Location: 240 Wing Technology Center

Phone: 608.785.6656

Web: www.uwlax.edu/information-systems/academic-offerings/business-analytics

View degree requirements at catalog.uwlax.edu