

B.B.A.

BACHELOR OF BUSINESS ADMINISTRATION IN BUSINESS SYSTEMS AND ANALYTICS

Manage the technology that drives business decisions.

With limitless opportunities in the fastest growing technology fields, this program will prepare you to manage the data at the heart of the world's business decisions.

Program Overview

- Bachelor of Business Administration
- Major, Minor

The Business Systems and Analytics program provides an in-depth study of technology and analytics, communications, interpersonal skills and practical business acumen, which produce graduates who are both tech-savvy and possess a deep understanding of the overall business environment.

With an infinite amount of data being collected and analyzed throughout the world, there are many career options available within the fields of business intelligence and analytics for decision making. Organizations are looking for recently graduated students who have the ability to transform data and results into actionable information.

Stetson's program is career-oriented, providing real-world experience through internships, professional certifications and access to the Stetson University Center for Business Intelligence and Analytics.

Program Highlights

Why Business Analytics

Business Systems and Analytics is not a static field; it teaches students how to capture data, structure it, and apply it to real-world business situations. The experiential learning opportunities built into the program prepare students for the unique roles of facilitating communication between the traditional IT area and various business functions such as marketing, management and operations.



Career Significance

Our alumni are working in a wide variety of careers, including as actuaries, financial analysts and quality control specialists. Employers include computing giants SAS and IBM. Many students have pursued graduate degrees in a wide range of fields, from bioinformatics to data analytics and financial mathematics to industrial engineering.

Graduates of the program are employed across the country. Some employers include:

- Deloitte LLP
- PricewaterhouseCoopers LLP
- SEI
- Siemens
- Florida Hospital

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STETSON UNIVERSITY

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Faculty

Our leading faculty members are highly regarded among Stetson University students and graduates alike.

Shahram Amiri, Ed. D., College of William and Mary

Fred Augustine Jr., Ph. D., Florida State University;
department chair

John Rasp, Ph. D., Florida State University

Madhu Rao, Ph. D., University of Toronto

William Sause, Ph. D., Nova Southeastern University

Betty Thorne, Ph. D., Indiana University

Joe Woodside, Ph. D., Cleveland State University

Petros Xanthopoulos, Ph. D., University of Florida