

Business Systems and Analytics

With ever increasing amounts of data, organizations are identifying the importance of Business Intelligence and Analytics (BIA) for decision-making. [Gartner](#) recognized BIA as one of the fastest growing trends in information and communication technology (ICT). To realize the full potential of these technologies, organizations require well-trained and educated management and analytic subject matter experts to transform data and results into actionable information for decisions. A [McKinsey Global Institute report](#) identified that the U.S. will need 1.5 million data-savvy managers and analysts, and will face a shortfall of 140,000-190,000 analytics workers.

Both the Business Systems and Analytics (BSAN) major, minor and emphasis combine a strong business component with an in-depth study of state-of-the-art technology to prepare students for careers in business intelligence and analytics. Career and experientially oriented, the program provides opportunities for internships and many other real-world experiences through the [Center for Business Intelligence and Analytics](#).

Fast Facts

Number of faculty: 9

Available for: Major, Minor

Emphasis within the major: Business analytics, database and information management, project management, health informatics

» [Program Website](#)

This program prepares students for careers in business intelligence and analytics.

A Distinctive Program

The proximity of Florida's High Tech Corridor to Stetson University's main campus in DeLand and its other locations in Gulfport/St. Petersburg, Tampa and Celebration, is an advantage for Business Systems and Analytics majors. BSAN majors and minors have completed paid internships and have found full-time employment with High Tech Corridor firms. Students also have the opportunity to complete cutting-edge research at the grant-funded Stetson University [Center for Business Intelligence and Analytics](#) with internationally recognized faculty whose diverse experience includes working in the education, healthcare and information technology industries. Members of the faculty also mentor students seeking careers in cutting-edge sectors.

Academics and Research

Facilities and Opportunities

The BSAN major is part of the Department of Decision and Information Sciences in Stetson's School of Business Administration. Our curriculum focuses on the business and technology aspects of information systems in organizations. Coursework includes business intelligence, predictive analytics, health informatics, information management, database design and implementation, business systems analysis and design, enterprise resource planning, project management and business process modeling.

Awards and Recognition

Distinguished faculty

Faculty members are actively involved in innovative research, scholarly activities, professional organizations and consulting services. Our faculty include:

- [Shahram Amiri](#), Ed.D, College of William and Mary
- [Fred Augustine](#), Ph.D., Florida State University
- [Serina Haddad](#), Ph.D., University of Central Florida
- [Madhu Rao](#), Ph.D., University of Toronto
- [John Rasp](#), Ph.D., Florida State University
- [William Sause](#), Ph.D., Nova Southeastern University
- [Theodore Surynt](#), Ph.D., Georgia State University
- [Betty Thorne](#), Ph.D., Indiana University
- [Joe Woodside](#), Ph.D., Cleveland State University
- [Petros Xanthopoulos](#), Ph.D., University of Florida

Undergraduate Awards and Honors

Students have the opportunity to join Beta Alpha Psi, a national honors fraternity. Students also have the opportunity to be awarded the Accenture Scholar Award and the Stetson Business School Foundation Merit Award for BSAN.

Beyond the Classroom

Certificates

Students in the BSAN major will be prepared to take industry certifications including those offered by the International Institute of Business Analysis, SAP, the Project Management Institute (PMI) and Microsoft, among others.

Internships

BSAN majors at Stetson University have numerous opportunities for internships. They have interned with major technology firms, such as Convergys, Siemens Westinghouse, Symantec and others. Additionally, special internship opportunities exist, like the ASPSOFT Internship program. The program, established by BSAN business partner ASPSOFT Inc., offers information technology internships specifically for Stetson University's BSAN majors.

After Stetson

Diverse Careers

Our graduates begin careers as business analysts, systems consultants and systems analysts. They have joined companies such as Accenture, Convergys, Darden Restaurants, Disney, Florida Hospital, Gartner Group, Hewitt Associates, Lockheed Martin, NASA and Symantec.

More Information



Office of Admissions
421 North Woodland Boulevard, Unit 8378
DeLand, Florida 32723



386-822-7100 or 800-688-0101



admissions@stetson.edu



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