

BACHELOR OF BUSINESS ADMINISTRATION IN Business Systems, AI and Analytics

PROGRAM OVERVIEW »

BACHELOR OF BUSINESS ADMINISTRATION | MAJOR | MINOR

With an infinite amount of data being collected and analyzed throughout the world, there are many career options available within the fields of information systems, statistics, 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.

The BSAN major includes two concentrations, Business Systems Management and Data Analytics, each designed to increase career readiness in two of the fastest-growing business sectors.

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.

FACULTY »

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

Our faculty include:

- John Rasp, PhD, Florida State University
- William Sause, PhD, Nova Southeastern University
- Judson Stryker, PhD, Florida State University
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With limitless opportunities in the fastest growing technology fields, our business systems and analytics program will prepare you to manage the data at the heart of the world's business decisions.

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.

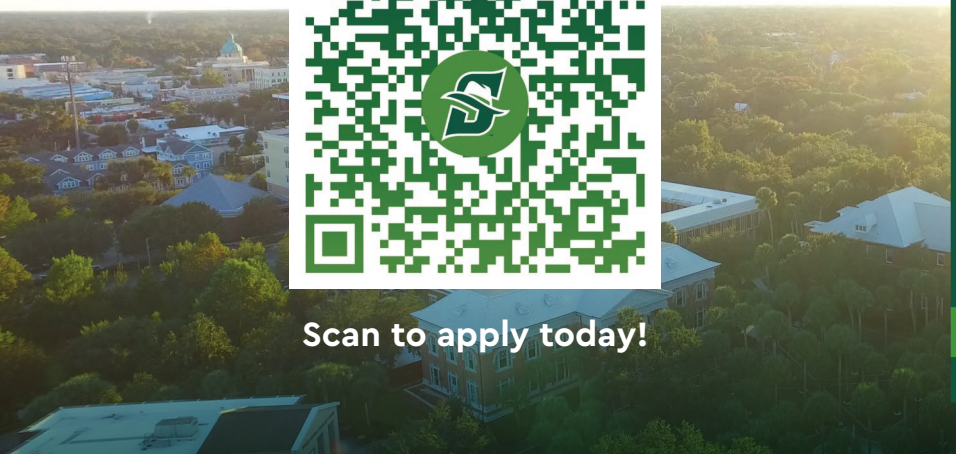
- Joe Woodside, DBA, Cleveland State University; Department Chair
- Petros Xanthopoulos, PhD, University of Florida
- Katelynn Kapalo, PhD, University of Central Florida
- Daniel Nielubowicz, MS, University of Florida

BEYOND THE CLASSROOM

Data analysts and data scientists are in high demand, and demand is just getting stronger. According to the Bureau of Labor Statistics, job demand is expected to grow 19% in the next ten years. Across the US, the current average annual salary for a data scientist with less than two years of experience is $107,200.

Our alumni are working in a wide variety of careers, including as actuaries, financial analysts and quality control specialists. Employers include analytics and 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.

- Advent Health
- IBM
- SAS
- PwC
- Deloitte
- The Walt Disney Company
- SEI
- SIEMENS
- United



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