



# BUSINESS ANALYTICS

Drexel LeBow's business analytics program provides a curriculum that covers the entire lifecycle of data analysis, based around the program's three pillars: statistics, data management and business modeling. Students adding business analytics as a co-major or minor will distinguish themselves from other job candidates and be better prepared for a data-driven world, where companies collect and analyze data to measure past performance and plan for the future.

## DEGREE OPTIONS

- BS in Business Administration — Co-major in Business Analytics
- BS in Business Administration/MBA
- Minor in Business Analytics

## COURSEWORK

- Introduction to Business Analytics
- Business Analytics Senior Project
- Predictive Business Analytics
- Linear Models for Decision Making
- Data-Driven Digital Marketing
- Customer Analytics
- Applied Econometrics
- Data Mining for Business

## CAREER OUTLOOK

Opportunities for graduates with a business analytics co-major have increased as most major organizations have adopted data-driven and technology-focused approaches, and candidates with business analytics experience are scarce. As the demand for business analysts grows, compensation is following. Graduates with a background in business analytics hold positions such as strategy consultants, research analysts, data scientists and supply chain managers. Many go on to complete graduate degrees in the field.



**AVERAGE CO-OP  
WEEKLY PAY  
\$800**

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**TOP CO-OP  
EMPLOYERS**  
Independence Blue Cross  
Publicis Health  
PECO, an Exelon Company

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**AVERAGE  
STARTING SALARY  
\$67,743**

## CONTACT

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