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 Data Mining for Business
• Database Design and Implementation
• Programming for Data Analytics
• Business Analytics Senior Project
• Two elective courses in Business Analytics, e.g., Customer Analytics or Sports Analytics

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.

CONTACT US

Business Analytics:
MATTHEW REINDORP
Department Head, Decision Sciences and MIS
Associate Clinical Professor, Decision Sciences and MIS
3220 Market St., Office 742 | Philadelphia, PA 19104
215.571.4671 | mjr424@drexel.edu

Undergraduate Programs & Recruitment:
CHRISTIAN MAXEY
Assistant Director, Undergraduate Programs & Recruitment
3220 Market St., Office 335 | Philadelphia, PA 19104
215.895.2424 | cjm455@drexel.edu