

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 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.



**AVERAGE CO-OP
HOURLY PAY**

\$21



**TOP CO-OP
EMPLOYERS**

Cigna
Exelon
FMC
JPMorgan Chase & Co.
Independence Blue Cross
Rothman Institute
SAP



**AVERAGE
STARTING SALARY**
\$69,183

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



DREXEL UNIVERSITY
LeBow
College of Business