Business Analytics at Drexel University

TOP CO-OP EMPLOYERS

Cigna
Exelon
FMC
JPMorganChase
Independence Blue Cross
Rothman Institute
SAP

MEDIAN CO-OP HOURLY PAY

$21

Median co-op hourly pay for business analytics majors

AVERAGE STARTING SALARY

$72,057

Average starting salary for business analytics majors, class of 2025

Drexel LeBow's STEM-designated BSBA in Business Analytics covers the full lifecycle of data analysis. You'll develop skills in data visualization and storytelling, statistical modeling, machine learning and decision modeling, while learning to transform data into actionable business insights. Through real-world, data-driven projects, you'll gain experience solving business problems and prepare for careers in analytics across marketing, finance, operations, strategy and related fields.

Degree Options

- BS in Business Administration — Major in Business Analytics
- Minor in Business Analytics

Coursework Examples

- Data Visualization and Storytelling
- Data-Driven Decision Models
- Programming for Business Analytics
- Data Access and Wrangling
- Machine Learning for Business
- One elective course, e.g., Customer Analytics or Sports Analytics

Career Outlook

A major in business analytics will prepare you to apply analytical thinking and data-driven decision-making across a wide range of industries and business functions. Examples of careers include business analyst, data analyst and marketing analytics professional.

Learn more about this program
by scanning the QR code or visiting
lebow.drexel.edu/academics/undergraduate

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DREXEL UNIVERSITY
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College of Business