# Business Analytics Emphasis Guide
## Career Guide

**Leeds** School of Business
UNIVERSITY OF COLORADO **BOULDER**

## EXPLORE

The area of emphasis in Business Analytics focuses on the exciting and fast-growing field of data science and management. This interdisciplinary emphasis teaches students how to interpret and use data in driving strategic business decisions. Coursework emphasizes the application of new tools and statistical methods to solve problems in marketing, supply chains, operations and other key business disciplines. This technical, quantitative curriculum prepares students for in-demand roles as consultants, analysts and managers in virtually every industry.

## Industry Overview

The job market for business professionals who can bring analytical rigor to their work is strong and projected to continue growing. The skills in this program, combined with elective courses you'll take, will help you focus your interest and career destination. Graduates with business analytics knowledge and skills go on to early-career roles as business analysts, consultants, market research analysts, project managers and supply chain managers.

### Top Hiring Industries

| | | |
|---|---|---|
| Consulting | Sports, Entertainment and Leisure | IT and IT Services |
| Digital Marketing | | Media |
| Energy and Utilities | Financial Services | Nonprofit |
| | Food and Beverage | Transportation |
| Government | Consumer Products | |

## Additional Tips

### Organizations to Join

- Leeds Association for Information Systems
- Leeds Consulting Group
- Applied Data Science Club
- Leeds Investment & Trading Group

### Events & Networking

- Attend Career Fairs
- Attend Meet & Greet and Office Hours with employers

### Course Electives Employers Notice

- Marketing Research and Analytics
- Supply Chain Management
- Managing Business Processes
- Python
- Enterprise Intelligence Systems

## Recruiting Timeline

▶ **Fall Semester**
Some companies recruit during the fall semester for internships and full-time positions.

▶ **Spring Semester**
Spring is when the majority of recruiting takes place and positions are posted. However, be on the lookout for internships and full-time positions year round.

# Business Analytics Emphasis Guide
## Academic Guide

**CU** | **Leeds** School of Business
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## REQUIRED COURSES

**BAIM 4120:**
Business Analytics

**MGMT 4820:**
Decision Analytics

**BAIM 3205:**
Business Data Management

**MKTG 3050:**
Customer Analytics

## CHOOSE ONE ELECTIVE

**BAIM 3220:** Introduction to Python Programming

**BAIM 4230:** Customer Success with Salesforce CRM

**MGMT 4110:** Supply Chain Management

**MKTG 3350:** Marketing Research and Analytics

**MGMT 4120:** Managing Business Processes

**MKTG 3700:** Digital Marketing

## REQUIRED SENIOR CAPSTONE

**BAIM 4065:**
Leadership in a Digital Age

## QUICK REMINDERS

▶ Students must complete all **BCOR** and **BASE** classes to enroll in any **area of emphasis** classes.

▶ **The Business Analytics** area of emphasis requires a total of **18 credit hours**, or **6 courses**, and can be completed in **3 semesters**.

▶ If you are also interested in **Operations Management**, consider the **OPIM certificate**.

▶ All courses are **3 credit hours** unless otherwise noted.

**Book an appointment with an advisor today!**
appointments.colorado.edu