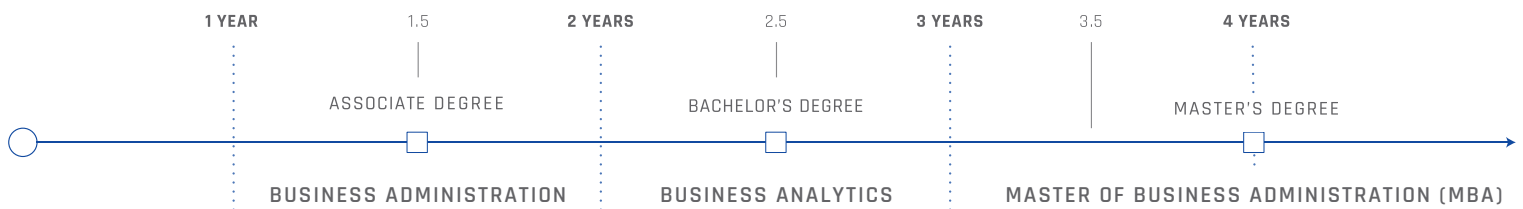# 🏛 BUSINESS ANALYTICS

In ECPI's Bachelor of Science Business Administration (BSBA) program, students develop decision-making, problem-solving, and leadership skills based on a foundation of practical knowledge and application of business fundamentals. Students investigate business theory as it relates to accounting, management, analytics, and operations.

ECPI University offers two degree tracks in the Bachelor of Science Degree in Business Administration / Business Analytics Concentration. The operations analytics track emphasizes using data to solve organizational problems by leveraging techniques such as optimization, data mining, and statistical analysis.

Our leadership track allows students to develop ethical leadership skills and abilities and the emotional intelligence necessary to lead contemporary organizations. The program emphasizes the creation of a learning environment that fosters change and innovation.

Through ECPI's year-round schedule, you could earn a Bachelor of Science Degree in Business Administration with a concentration in Business Analytics in as little as 2.5 years.

1 YEAR	1.5	2 YEARS	2.5	3 YEARS	3.5	4 YEARS
	ASSOCIATE DEGREE		BACHELOR'S DEGREE			MASTER'S DEGREE
	BUSINESS ADMINISTRATION		BUSINESS ANALYTICS		MASTER OF BUSINESS ADMINISTRATION (MBA)	

Outcomes

The Business Analytics concentration focuses on how organizations, more now than ever, are depending on data and analytics to inform decision making. Business analytics is the process of transforming data into action to improve decision making. However, the modeling cannot be done in isolation from organizational context. As demand continues to evolve, organizations must model and analyze data to improve processes for producing and delivering goods.

Operations Analytics Track
The operations analytics track focuses on using data to solve organizational problems by leveraging techniques such as optimization, data mining, and statistical analysis. Operations Analyst positions are found in the government, military, freight, shipping, and health care industries. Students learn how organizations leverage big data into pragmatic operationalization to operate with maximum productivity and minimal cost.

Leadership Track
The leadership track allows students to develop ethical leadership skills and abilities and the emotional intelligence necessary to lead contemporary organizations. The program emphasizes the creation of a learning environment that encourages change and innovation. Students are afforded an opportunity to develop strategic decision-making and problem-solving skills.

Possible Career Track

▸ Pure Business Analyst
▸ IT Business Analyst
▸ System Analyst
▸ Requirements Engineer
▸ Proxy Product Owner
▸ Pre-Sales Analyst
▸ Business Intelligence Analyst

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