

BUSINESS ANALYTICS

Business Analytics is your superpower to transform businesses and impact the world. And the great news is, you don't have to be a coding genius. With Marian University's program, you will be proficient in SQL, Tableau, and spreadsheets and dashboards, preparing you to solve complex data problems and drive business success in today's data-driven world.

Business Analytics is for You

- Like working with numbers
- Drawn to problem solving and data-driven decisions
- Proficient in math
- Enjoy creative challenges
- Want career flexibility
- Detail oriented and care about accuracy

An application for this new program has been submitted to the accreditor and is pending HLC approval.

MARIAN UNIVERSITY

OFFICE OF ADMISSION

45 S. National Ave.
Fond du Lac, WI 54935-4699
1.800.2.MARIAN ext. 7650 • 920.923.7650
admission@marianuniversity.edu • www.marianuniversity.edu

Founded 1936 • Sponsored by the Congregation of Sisters of St. Agnes



What You Can Be with This Degree

- Data Analyst
- Financial Analyst
- Business Analyst
- Marketing Analyst

Work in these Industries

- Finance and Banking
- Marketing Agencies
- Technology
- Real Estate
- Green Energy
- Pharmaceuticals
- Professional Sports Leagues

Connecting to Real World Business Problems

- A/B Tests in Marketing
- Analyzing Risks in Finance
- Predictive Modeling in Sales
- Translating Data for Broader Audiences
- Ethical Decision Making

Business Guru with Hard Skills

- Entrepreneurial and business-savvy
- Love marketing dashboards
- Need more hard skills for resume
- Focused on landing an internship

11%

By 2033, management analyst positions are estimated to grow by 11%

— U.S. Bureau of Labor Statistics, 2024

Starting Salaries

Data Analysts
\$57,000–93,000¹

Financial Analysts
\$96,000 +²

Market Research Analysts
\$63,000 +³

¹ GlassDoor.com, 2023

^{2,3} Bureau of Labor Statics, 2022

Add Skills in

Tableau:
The number one business intelligence program

SQL & Databases:
Lightweight programming to manipulate data

Visualizations & Excel:
The most commonly needed skill for day one of your job

BUSINESS ANALYTICS 4-YEAR COURSE SAMPLE

FRESHMAN LEVEL

SEMESTER 1

ENG 106	Argumentative and Research Writing	3
MKT 201	Principles of Marketing	3
SCP 100	Sabre Foundations	3
XXX XXX	Elective	3
XXX XXX	Elective	3

Credit hours 15

SEMESTER 2

MAT 114	Algebra and Trigonometry (Quantitative)	3
MGT 213	Principles of Management	3
PHI 130	Knowledge, Values, and Society	3
TEC 200	Fundamentals of Information Technology	3
GEN Ed	Social Scientific 1	3

Credit hours 15

SOPHOMORE LEVEL

SEMESTER 1

STATS	BUA 210/PSY 210/MAT 122	3
BUS 1XX	Foundations of Data Analytics I	3
GEN Ed	Humanistic	3
GEN Ed	Social Scientific 2	3
XXX XXX	Elective	3

Credit hours 15

SEMESTER 2

ACC 201	Financial Accounting	3
BUA 203	Career Preparation	2
ENG XXX	Writing Intensive	3
BUS 1XX	Foundations of Data Analytics II	3
GEN Ed	Diversity Literacy	3
XXX XXX	Elective	3

Credit hours 17

JUNIOR LEVEL

SEMESTER 1

BUA 310	International Business	3
BUS 3XX	Business Analytics I	3
THE 101	Introduction to Christian Theology	3
BUS XXX	Required Business Analytics Elective I	3
XXX XXX	Elective	3

Credit hours 15

SEMESTER 2

BUA 350	Business Law	3
BUS 3XX	Business Analytics II	3
FIN 301	Managerial Finance	3
BUS XXX	Required Business Analytics Elective 2	3
XXX XXX	Elective	3

Credit hours 15

SENIOR LEVEL

SEMESTER 1

BUS 4XX	Business Analytics Practicum	3
GEN Ed	Scientific Reasoning	3
XXX XXX	Elective	3
XXX XXX	Elective	3
XXX XXX	Elective	3

Credit hours 15

SEMESTER 2

BUS 402	Capstone	3
INT 497	Internship	3
XXX XXX	Elective	3
XXX XXX	Elective	3
XXX XXX	Elective	3

Credit hours 15

- A minimum of 120 credits is required to graduate.
- A minimum cumulative GPA of 2.0 is required.
- Business students are guided by their academic advisor regarding their course plan.