



## Exploring the Business Analytics Major

Today, industry is awash with vast amounts of data from many sources, such as Big Data, Internet of Things and many other types of structured and unstructured information.

Organizations must utilize this data to improve their decision-making, create new revenue streams and become more effective with the utilization of their resources. While firms have hired data scientists and can run state of the art analytics, the insights are not easily translatable by senior management into actionable decisions. Business analytics plays an intermediary role between data scientists and senior management. This major is not purely theoretical. Students will have the chance to work with live, messy data-sets provided by industry partners, and develop data-informed recommendations to those partners.

### **Bulletin Information on the BUAN major**

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The Business Analytics major **must** be taken as a second major. Any other business major is acceptable. Students are encouraged to complement the Business Analytics major with quantitative courses from their other major. Students should begin this major during sophomore year.

[Undergraduate Bulletin](#)  
[BUAN Specific Information](#)

### **Advising Central**

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Advising Central contains:

[Advising Information](#)

[Considerations for Fall 2020](#)

[Advising Frequently Asked Questions](#)

[Registration Information](#)

[Registration Frequently Asked Questions](#)

[College and University & Registration Forms](#)

Visit <https://www.marquette.edu/business/undergraduate/advising-central.php> for more

### **O\*Net – Skills and Occupations to Explore**

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O\*NET OnLine has detailed descriptions of the world of work for use by job seekers, workforce development and HR professionals, students, researchers, and more! You can browse for occupations by interest code here: <https://www.onetonline.org/find/>

While your interests and personality should never be seen as exclusionary, common Business Analytics occupations by RIASEC interest code include **Investigative, Conventional** and **Enterprising**:

- Financial Quantitative Analyst: <https://www.onetonline.org/link/summary/13-2099.01>
- Search Marketing Strategist: <https://www.onetonline.org/link/summary/15-1199.10>
- Business Intelligence Analyst: <https://www.onetonline.org/link/summary/15-1199.08>



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## Video resources

Hear more about the Business Analytics major from Dr. Scott Rex here:

<https://streaming.mu.edu/hapi/v1/contents/permalinks/j6FPt38R/view>

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## Learn More About IS/IT Positions and Career Paths

[What is Business Analytics?- Microstrategy.com](#)

[9 Skills Every Business Analytics Professional Needs- Harvard Business School](#)

[What Does a Business Analyst Do?- Thebalancecareers.com](#)

[How Companies are using Big Data and Analytics- McKinsey and Company](#)

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## Student Organizations to Consider

### Women in Business (WIB)

*Women in Business is an organization at Marquette University founded in 2007 to aid female students in building their resume, gaining leadership skills, increasing networking opportunities, and taking a look into and gaining insight from the lives of professional women. Members of the organization are undergraduate female students interested in having a professional career upon graduation. Members from all majors are welcome, typically we see students from the College of Business Administration and the College of Communications. WIB typically holds monthly meetings that bring professional working women from across the Midwest to campus to discuss a variety of topics. In addition, the organization holds socials and "how to" sessions regarding different aspects of attaining a job.*

### Go-Getters

*The vision of the Go-Getters is to maximize business students' career potential by bringing in speakers, sponsoring seminars and workshops, touring companies, and one-on-one counseling sessions dealing with various aspects of career management. The members are eager to identify, pursue and earn a career opportunity with their number one choice of an employer.*

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## Professional Organizations to Consider

### The International Institute of Business Analysts (IIBA)

*This non-profit organization, which was started in 2003 works to serve the growing field of business analysis. The IIBA works to maintain global standards for the business analysis field, provide certifications, and bring recognition to the field of business analysis. Currently, there are 120+ chapters, and 29,000 members ([iiba.org](http://iiba.org)).*

### Digital Analytics Association (DAA)

*The Digital Analytics Association mission is to advance the "use of data to understand and improve the digital world through professional development and community." They provide professional development opportunities, a community of analytic professionals, consultants and end-users to network with, and additional trainings and certifications ([digitalanalyticsassociation.org](http://digitalanalyticsassociation.org)).*



### **Additional Skills to Consider for Analysts**

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- Active listening: understanding the needs and connecting the dots between all parties
- SQL and other programming languages
- Presentation Skills
  - Comfortable with oral and written communication
- Machine Learning: “Machine learning is a method of data analysis that automates analytical model building. It is a branch of **artificial intelligence** based on the idea that systems can learn from data, identify patterns and make decisions with minimal human intervention.” (see more at [https://www.sas.com/en\\_us/insights/analytics/machine-learning.html#:~:text=Machine%20learning%20is%20a%20method,decisions%20with%20minimal%20human%20intervention.](https://www.sas.com/en_us/insights/analytics/machine-learning.html#:~:text=Machine%20learning%20is%20a%20method,decisions%20with%20minimal%20human%20intervention.))