

Business Data Analytics:

A degree in Business Data Analytics focuses on the collection, management, and analysis of The Analytics and Information Systems major combines data analysis, technology, and business strategies to optimize decision-making within organizations. Students learn how to manage information systems, analyze data to derive actionable insights, and apply technology solutions to improve business processes. The major emphasizes skills in programming, database management, data visualization, and data-driven decision-making. Graduates can pursue careers in various sectors, helping organizations leverage technology and analytics to enhance efficiency and competitiveness.

Typical Industry Sectors:

- ❖ Technology and Software Development
- ❖ Healthcare
- ❖ Finance and Banking
- ❖ Consulting
- ❖ Retail and E-commerce

Entry-Level Job Title Examples:

- ❖ IT Support Specialist
- ❖ Business Intelligence Analyst
- ❖ Systems Analyst
- ❖ Database Administrator
- ❖ Data Analyst
- ❖ Software Developer
- ❖ Data Engineer
- ❖ Network Administrator
- ❖ Analytics Consultant
- ❖ Applications Support Analyst

Skills Needed (Hard):

- ❖ Programming (R, SPSS, Python, Excel, etc.)
- ❖ Data Analysis
- ❖ Database Management
- ❖ Data Visualization
- ❖ Cloud Computing

Skills Needed (Soft):

- ❖ Critical & Analytical Thinking
- ❖ Communication
- ❖ Time Management
- ❖ Attention to detail
- ❖ Adaptability

Further Education/Training:

While a degree in Analytics and Information Systems provides a strong foundation, additional certifications can boost your job prospects. Relevant certifications include **Certified Information Systems Analyst (CISA)**, **Certified Business Intelligence Professional (CBIP)**, **AWS Certified Solutions Architect**, and **Google Data Analytics Professional Certificate**. Training in specific tools like SQL, Python, or Tableau may also be beneficial, depending on your career focus.

Student and National Organizations to Join:

- ❖ [Association for Information Systems \(AIS\)](#) – A global network for students and professionals in information systems, offering events, networking, and resources.
- ❖ [INFORMS \(Institute for Operations Research and the Management Sciences\)](#) – Focuses on analytics, operations research, and data science.
- ❖ [ACM \(Association for Computing Machinery\)](#) – A professional association for computing and technology students offering networking and career resources.
- ❖ [ISACA](#) – Provides resources and certifications for information systems professionals, focusing on governance, risk management, and cybersecurity.
- ❖ [Data Science Society](#) – A student and professional community for those interested in data science and analytics, hosting challenges and events.