



Business Analytics



UNIVERSITY OF ARKANSAS AT LITTLE ROCK



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The Business Analytics program at UALR provides students with the knowledge needed to collect and interpret data while equipping them with real-world skills and insight into the business analytics field.

Business Analytics involves the use of evidence-based data to make decisions and improve organizational effectiveness. Increasingly important in today's global market, business analysts are vital to the efficiency and success of companies across all industries, making a degree in business analytics more rewarding than ever.

At the UALR College of Business, we offer a Bachelor of Business Administration, Undergraduate Certificate and Graduate Certificate in Business Analytics. Employers across many industries, from accounting to marketing, recognize the knowledge and skills that completing a B.B.A. or certificate program in business analytics provides.

Our program has been developed collaboratively with analytics professionals in local organizations, including Acxiom, Arkansas Blue Cross and Blue Shield, Dillard's, Southwest Power Pool, and Windstream.



Department of Business
Information Systems

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Bachelor of Business Administration

Registered as a STEM Program
(Science • Technology • Engineering • Mathematics)

Careers you could pursue with a business analytics degree

- Marketing manager
- Operations analyst
- Systems analyst
- Financial analyst
- IT project manager

What you'll need to be successful

- Knowledge of sales, economics, finance, information systems, human resources, and marketing
- Understanding of dashboards, data warehouses, and reporting
- Strong analytical skills
- Ease and confidence in communicating information
- Attention to detail
- Math skills



Where you could work

- Consulting firms
- Federal and state agencies
- Automotive dealerships
- Marketing and advertising agencies
- Fashion and retail companies

Why you should consider a degree or certificate in business analytics ...

In today's fast-paced environment, businesses need information at their fingertips to make quick, effective decisions, making business analysts an important part of any organization's success. In fact, the McKinsey Global Institute predicts that the U.S. will be facing a shortage of 140,000 to 190,000 analytics professionals over the next several years.

Center for Student and Career Services

We at the UALR College of Business pride ourselves on the outstanding coursework and classes we provide. What truly makes us stand out are the services that help students turn their degrees into successful careers.

ACADEMIC ADVISING

- Admission criteria evaluation
- Degree planning
- Class schedules
- Graduation confirmation



PROFESSIONAL DEVELOPMENT

- Personal branding seminars and workshops
- Professional skills enhancement
- Viable career option identification



NETWORKING OPPORTUNITIES

- Networking and recruiting events
- Career placement support
- Internships

CAREER CATALYST

We strive to put students in an environment that helps them build a successful career. This co-curricular program does exactly that through career and leadership development activities, experiential learning, service projects, and contact with the business community.