

SJSU Business Major with a Concentration in Business Analytics

If you enjoyed your statistics class or like being the first to recognize trends, then a business degree with a concentration in business analytics may be the career for you. People with this major analyze data and build models that lead to quality decisions and better financial outcomes. Banks perform credit risk analysis and analyze streaming transactions in real-time to identify potential fraud. Retailers must understand customers and markets to develop more effective campaigns and promotions.

"After graduating with a business analytics degree, I accepted a position with a major utility company. I am using my skills to analyze energy usage data in our state to better understand demand patterns. The patterns identified by the data help the utility manage the demands on our grid to prevent rolling blackouts. I also analyze data of consumer trends in adopting renewable energy, such as solar and wind, to provide guidance on how the utility might invest financial resources."



San José State University offers a Bachelor's Degree in Business with a Concentration in Business Analytics through the SJSU Lucas College and Graduate School of Business.

Career Opportunities in Business Analytics

Business analysts are increasingly valuable to companies in every industry as business functions such as marketing, logistics, and operations become more data-intensive and mathematically sophisticated. Government, non-profits, non-tech and high-tech companies, insurance companies, utilities, banks, and retail all have a demand for business analysts. As the business environment becomes increasingly data-driven, the next generation of business managers will require not only leadership skills, but also analytical skills to succeed.

SJSU Concentration Requirement

Core Classes

- Statistical Analysis
- Business Analytics

Elective Classes

- Supply Chain Analytics
- Soft Skills
- Marketing Research
- Decision Making Under Uncertainty
- Data Mining
- Spreadsheet Modeling
- Data Visualization Simulation
- Analytic Strategy
- Introduction to Business Programming

Lucas College and Graduate
School of Business

Web: sjsu.edu/cob

Phone: (408)924-3400

Jack Holland Student
Success Center

Web: sjsu.edu/lcobssc

Phone: (408)924-3435

"Whether you plan on continuing your education, or entering the job market right after graduation, the tools and knowledge that you will gain from the Business Analytics major will definitely help. Everything you will learn is practical and useful in multiple industries."

— Ken Liang, Business Analytics graduate