BUSINESS ANALYTICS
BACHELOR OF SCIENCE, MINOR

SIU PONTIKES CENTER FOR ADVANCED ANALYTICS AND ARTIFICIAL INTELLIGENCE
Big data. Data mining. You know that with every click, every purchase, every “like,” you are sharing information with businesses. What do businesses do with all that information? It depends on the business, of course. Every business needs someone trained in business analytics to use that data and develop successful strategies.

With the added bonus of learning about artificial intelligence and what it means for the business world.

**Data Analysis Skills + Business Know-How = Lucrative and Dynamic Career Options.**

And you can begin as a freshman.

**Here’s what you’ll learn:**

- Data science basics and uses for business.
- Artificial intelligence basics and uses for business.
- Data management.
- Data-driven decision making and executive strategy.
- Presentation of data analytics results.
- Business skills in accounting, finance, marketing and management.

**Sample Classes:**

- Business Intelligence
- Data Science
- Artificial Intelligence in Business
- Machine Learning in Business
- Information Visualization
- Ethics of Analytics
- Database Management
- Introduction to Project Management

The Pontikes Center for Advanced Analytics and Artificial Intelligence is a virtual think tank and research center. Its home is the College of Business and Analytics at Southern Illinois University Carbondale, but its reach is worldwide.

Accredited by the Association to Advance Collegiate Schools of Business (AACSB)