

Business Analytics | Bachelor's Degree

	FIRST YEAR	MIDDLE YEARS	LAST YEARS
ADVANCE your academic journey	Meet with a First Year Advisor to develop your academic planning. Take advantage of the Student Learning Assistance Center (Tutoring). Explore the McCoy College Success Center and identify your support services. Join the Business Living and Learning Community to live near and learn with peers.	Visit the CenturyLink Academic Advising Center at the McCoy College of Business for guidance toward successful degree completion, resources and assistance in achieving academic, personal, and professional goals. Explore external scholarship opportunities such as the Fulbright Scholarship to take your expertise to unique locations abroad. Share your knowledge as a Peer Mentor or Tutor at SLAC. Meet with a faculty mentor to select an undergraduate research opportunity.	Create and update a digital portfolio of academic work and experiences. Complete a capstone project related to major. Complement your degree with a micro credential. Explore next steps including a potential McCoy graduate degree. Meet with a faculty mentor or peer advisor.
EXPAND your personal and social development	Attend the McCoy College Welcome Celebration during your first fall semester. Join a business-related student organization or search the Bobcat Organization Hub. Locate courses that include Service-Learning Excellence and consider enrollment. Attend Education Abroad and Study in America information sessions to plan a future opportunity to have a global or intercultural experience.	Expand your leadership skills through Student Involvement's Leadership & Service programming and workshops. Take on a leadership role by applying to become a member of the Student Business Council to help fellow students. Meet with an advisor in Education Abroad or Study in America to explore financial aid options. Attend a Nonprofit and Volunteer Fair from Student Involvement to jump into meaningful service in TXST's community. Attend a Student Government Senate meeting to contribute to your fellow students and your own student experience.	Be sure to include Business Leadership Week this year to capture professional insights and opportunities. Select a service activity through Student Involvement to give back to the area community. Attend a Student Government Senate meeting to contribute to your fellow students and your own student experience.
ENRICH your practical competence	Learn the details to build your resume and grow professionally with the McCoy Ready Program. Attend Business Leadership Week each spring. Attend an IDEA Center workshop to learn more about undergraduate research. Attend an Education Abroad information session. Consider your future Study in America options.	Learn the Department of Information Systems and Analytics internship policies before participating in internships. Apply for one of the leadership development programs, Relational Values or Emerging Leaders, offered by the McCoy Student Success Center. During your junior and senior year, take advantage of the McCoy Student Center Mentoring program specially designed to pair you with a seasoned business professional.	Take the advanced information systems and analytics courses, such as ISAN 4360, ISAN 4350, ANLY 4320, that give you experience with real-world projects and in-demand tech skills. Attend a conference related to your major (get recommendations from a faculty) or your student organization. Serve as an officer in your professional organization to develop leadership skills.
ELEVATE your career and professional life	Complete your Career Assessments, such as Focus2. Develop and review your resume with Career Services. Create your LinkedIn profile and connect with colleagues and leaders. Download the Suitable app to identify engagement opportunities and track your participation as part of the McCoy Ready Program. Create your Handshake profile.	Develop an internship plan with Career Services or your academic department. Report your internship offers to Career Services. Prepare to ace your job interviews with Career Services or your academic department. Build Career & Graduate School Fairs into your schedule to ensure your connection maximum opportunities. Join Employer Information Sessions at Career Services or your department.	Develop a full-time employment or graduate school plan with Career Services. Attend ISA department events to network with industry professionals. Complete your First Destination Survey to share your post-graduation plans. Identify faculty and professional references.

OUTCOMES

Marketable Skills

Think critically

Analyze and solve problems

Communicate clearly and effectively

Solve business problems by framing analytical questions and generating data-driven solutions

Identify and utilize appropriate analytics techniques to solve business problems

Communicate insights by analyzing data and presenting findings clearly

Career Opportunities

Data analyst

Data scientist

Business analyst

Business intelligence analyst

Analytics consultant

Supply chain/operations

Analyst

Marketing analyst

Financial analyst

Data engineer

Product analyst

Artificial intelligence analyst

Machine learning analyst

Experiences in Business Analytics

The business analytics major equips students with the skills needed to thrive in data-driven decision-making roles across diverse industries. The curriculum blends analytical techniques, data science, and business acumen to prepare students to transform data into actionable insights. Students gain a solid foundation in data analysis supported by coursework in business functions such as marketing, finance, operations, and management. The program emphasizes real-world application through hands-on projects and an internship program connects to department-approved employment settings. The student experience is further enriched by resources available through the McCoy College of Business.