

# Business Analytics | Bachelor's Degree

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

## 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.