Business Analytics B.B.A.

Major
Bachelor of Business Administration
Management Studies
Labovitz School of Business and Economics

Are you naturally curious and driven to discover solutions to complex problems? Do you enjoy working with numbers and data? Are you interested in a rapidly growing field where you convert data into actionable insights? If so, the Business Analytics major may be a great fit for you.

The Business Analytics major prepares students to provide valuable analytic support for management and strategic decision making. Students hone their quantitative skills, enhance their understanding of databases and information, and gain access to state-of-the-art software programs.

Why UMD

- This is a new major for the 2020-2021 academic year!

Acquired Skills

- Apply appropriate quantitative analytics techniques to solve business problems.
- Generate insights into industry needs and identify trends and business opportunities. Confidently communicate recommendations to organizational stakeholders.

Career Possibilities

Data analytics is affecting nearly every aspect of our lives and there is an increasing demand for graduates with analytic skills. Business Analytics graduates find exciting career opportunities across all industries in positions such as:
- Data Analyst
- Business Intelligence Analyst
- Business Analyst
- Informatics Specialist

Scholarships

Students with a major in LSBE are eligible to apply for more than 120 scholarships, with the total scholarship amount in excess of $200,000 annually. Many of these scholarships are reserved exclusively for accounting students.

Requirements

Freshmen and transfer students are typically admitted as pre-accounting students. Admission to candidacy status, which allows access to upper-division LSBE classes, typically occurs at the junior level when students have successfully completed all pre-major (pre-candidacy) course requirements and met all of the GPA standards. Students with 2.60 UM and overall, and 2.00 internal and pre-major GPAs, are admitted into the major upon completion of pre-major courses.
Think. Do. Become.