# BUSINESS INTELLIGENCE AND ANALYTICS

## Business Intelligence and Analytics

The degree of Bachelor of Science in Business Administration (BSBA) with Business Intelligence and Analytics (BIA) as the major field of concentration is designed to blend technology, business strategy, and problem-solving. BIA equips students with the skills to harness data, analyze trends, and optimize business strategies using cutting-edge technology. The curriculum focuses on data-driven approaches and applying practical skills to improve business decision making. BIA students pursue careers in data analytics, information management, and business technology solutions. Substitution for BIA courses may be made only with the approval from the major advisor and department chair. Students majoring in BIA can choose from three tracks:

- Business Analytics (http://catalog.creighton.edu/undergraduate/business/business-intelligence-and-analytics/bia-business-analytics-track-bsba/)
- Digital Media and Design (http://catalog.creighton.edu/undergraduate/business/business-intelligence-and-analytics/bia-digital-media-design-bsba/)
- Information Technology (http://catalog.creighton.edu/undergraduate/business/business-intelligence-and-analytics/bia-information-technology-track-bsba/)

Major in Business Intelligence and Analytics

- BIA: Business Analytics Track (http://catalog.creighton.edu/undergraduate/business/business-intelligence-and-analytics/bia-business-analytics-track-bsba/)
- BIA: Digital Media and Design Track (http://catalog.creighton.edu/undergraduate/business/business-intelligence-and-analytics/bia-digital-media-design-bsba/)
- BIA: Information Technology Track (http://catalog.creighton.edu/undergraduate/business/business-intelligence-and-analytics/bia-information-technology-track-bsba/)

Minor in Business Intelligence and Analytics

- Applied Information Technology (http://catalog.creighton.edu/undergraduate/business/business-intelligence-and-analytics/applied-information-technology-minor/)