

BUSINESS INTELLIGENCE, AS

Program code: BSIN-AS

Location: Northwestern

Program Description

The Business Intelligence Program is committed to creating critical thinkers, innovative solution seekers and well-rounded business professionals. Business intelligence (BI) combines business knowledge with data analytics, data modeling, analytic tools, and organizational infrastructure to aid businesses in making data-informed decisions. Degree candidates face the rigors of a business education that focuses on combining traditional business modalities with innovative data technology to produce graduates who are modern day leaders.

As a Business Intelligence degree candidate, you will:

- Develop requisite knowledge in the building blocks of business: accounting, finance, human capital, economics, strategy and communication.
- Gain an understanding of business in the global environment.
- Form effective working relationships with students and faculty in the areas of accounting, general business management, marketing and sales, and office management.
- Develop programming and data analytic skills.

Learning Outcomes

Upon successful completion of all program requirements, graduates should be able to:

1. Explain the basics building blocks of a business.
2. Apply analytic techniques to real-world data using statistics and programming languages.
3. Develop the ability to make data-driven decisions.
4. Create data visualizations with analytic platforms.
5. Demonstrate the ability to communicate effectively both verbally and in writing.
6. Develop leadership skills and critical decision-making techniques.
7. Demonstrate ability to complete individual and team-based assignments.

Degree Requirements

Code	Title	Credits
General Education Courses		
ENG 1010	Composition	3
MATH 1200	Statistics I	3
Elective ARHX - Arts & Humanities Course		3-4
Elective SCRX - Scientific Reasoning Course or Elective SCKX - Scientific Knowledge Course		3-4
ECON 1001 or ECON 1002	Principles of Macroeconomics Principles of Microeconomics	3
BUSN 2100 or COMM 1301	Business Communication Public Speaking	3
CCS 1001	College and Career Success	3
Required Courses		
MATH 2200	Statistics II	3

CIS 1141	Introduction to Management Information Systems	3
CSC 1231	Database Development and Design I	4
ACCT 1130	Principles of Financial Accounting	3
BMGT 2020	Principles of Management	3
BMKT 2010	Principles of Marketing	3
BFIN 2100	Principles of Finance	3
DTS 2201	Programming in Data Science	3
DTS 2215	Data Ethics and Security	3
DTS 2220	Introduction to Machine Learning	3
DTS 2290	Capstone Research	3
ECON 1001 or ECON 1002	Principles of Macroeconomics Principles of Microeconomics	3
BMKT 2160	Digital Marketing	3
DTS 2258	Data Journalism	3
Total Credits		64-66