

# Business Analytics Major



Imagine having the power to turn raw data into actionable insights that drive business success. As a business analytics major at Nebraska, you'll learn how to transform data into information and insights to help organizations of all types make strategic decisions. Blend your analytical skills with a deep understanding of business operations to solve real-world challenges. From statistics to computer skills, you'll be equipped to shape the future of business with every data-driven decision you make.

## The Nebraska Difference



Consult with a real company on an in-depth capstone project



Among top 10 majors with the highest salaries within five years of graduation

(New York Federal Reserve Study, 2023)



Unique Professional Enhancement Program offers hands-on career development

## First Job Examples

- Business Analyst
- Data Analyst
- Business Intelligence Analyst
- Supply Chain Analyst
- Marketing Analyst
- Financial Analyst



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[business.unl.edu/BusinessAnalyticsMajor](https://business.unl.edu/BusinessAnalyticsMajor)

# Sample Four-Year Plan

To earn your bachelor's degree in business analytics, you will take 120 credit hours, equating to four or five courses per semester, on average.

First-Year Courses	Credits
Professional Enhancement I	1
Written Communication (English Composition)	3
Mathematics (Calculus)	3-5
Accounting and/or Economics	3-6
Business Computer Applications	0
ACE Courses and/or Electives	16-18

Second-Year Courses	Credits
Professional Enhancement II	1
Accounting and/or Economics	6-9
Business Core Intermediate Courses*	9
Business Writing & Business and Professional Communications or Sales Communications	6
Business Statistics	3
Spreadsheet Analytics	1
ACE Courses and/or Electives	3
Business Analytics Major Core (SCMA 335)	3

Third-Year Courses	Credits
Professional Enhancement III	1
Business Core Intermediate Courses*	9
Business Analytics Major Core	12
Business Analytics Directed Electives	3
ACE Courses and/or Electives	6

Fourth-Year Courses	Credits
Professional Enhancement IV	1
Business Analytics Major Core	6
Business Analytics Directed Electives	3
College Capstone (Business Strategies)	3
Senior Assessment	0
ACE Courses and/or Electives	13

\*Business core intermediate classes include introductions to: Business Law, Finance, Operations and Supply Chain Management, Business Analytics/Information Analysis, Management and Marketing.

## Have Questions? We're Here to Help

If you have questions about the College of Business or the application process, contact us.

[businessrecruitment@unl.edu](mailto:businessrecruitment@unl.edu)

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