A STEM-designated degree program in the Jindal School of Management, the Bachelor of Science in Business Analytics program produces graduates who aim to solve problems and communicate solutions in various fields, including finance, information technology, logistics and marketing.

**Business Analytics at UT Dallas**
A Business Analytics degree has a 120-hour curriculum. All undergraduate degrees require a core of 42 hours. The core Business Analytics curriculum will cover several areas, including data management, descriptive analytics, data visualization, predictive analytics, prescriptive analytics, big data and machine learning. These areas feature the analytics skills most valued in the industry. The bachelor’s degree in Business Analytics requires 36 hours of technical classes focusing on data, analytics, and programming tools while also targeting business knowledge.

In addition to the core courses, students can choose from five specialized tracks of study: Marketing Analytics, Operations and Supply Chain Management, Finance and Risk Analytics, Information Technology and Data Science.

The curriculum includes an internship requirement, community engagement, and applied learning through a senior capstone project. Students gain real-world skills throughout their experience at the Jindal School.

**Careers in Business Analytics**
Business Analytics graduates are in high demand throughout all sectors of business. Jobs upon graduation include but are not limited to Business Intelligence Analyst, Data Analyst, Data Scientist, Data Analytics Consultant, Operations Analyst, and Marketing Analyst.

The higher-than-average job growth rate for analytics positions is expected to continue for years to come. According to the U.S. Bureau of Labor Statistics, the broader occupational category of operations research analysts (data and business analysts included) is projected to grow 20% from 2018 to 2028, much faster than the average for all occupations.

**Marketable Skills**
A Bachelor of Science degree in Business Analytics provides students with the analytical, quantitative, and technical skills to provide data-driven solutions. The objective of the program is to prepare professionals to solve analytics problems embedded in a business context. Upon successful completion of the BS in Business Analytics, graduates will be able to take on various analytical roles by combining fundamental ideas in economics, finance, information technology, marketing, operations management, and statistics with various analytics concepts using a range of tools and programming languages. Students in the program will have the option of choosing guided electives from the program’s tracks in financial and risk analytics, operations and supply chain management, information technology analytics, data science, or marketing analytics.

- **Analytical reasoning:** Ability to apply descriptive, prescriptive, big data analytics, and data visualization to solve business problems.
- **Applied data analytics:** An understanding of data analytics in various areas of business such as operations, accounting, economics, finance, and marketing.
- **Analytical problem solving:** Ability to apply analytical thinking skills using approaches such as computer and statistical programming, machine learning, and data visualization.
- **Communication:** Ability to articulate analytics through storytelling and data visualization to different audiences using oral and written communications skills.
Naveen Jindal School of Management

The largest of the eight schools at UT Dallas, the Naveen Jindal School of Management offers a full complement of programs at the undergraduate, graduate, PhD and executive levels. The Jindal School's mission is to meet the challenges of a rapidly changing, technology-driven global society by partnering with the business community to:

- Conduct knowledge-enhancing management research.
- Deliver high-quality management education to a diverse group of undergraduate and graduate students and practicing executives.
- Develop, innovate and continuously improve programs advancing management education and practice.

Management Honors Program

The Davidson Management Honors Program (DMHP) gives select undergraduate students the opportunity to enhance their experience in the Naveen Jindal School of Management. DMHP students receive opportunities to improve their leadership skills and work closely with UT Dallas professors. DMHP program benefits include:

- Smaller class sizes
- Scholarships
- Professional development events
- Travel opportunities
- Community service events
- Honor notation on diploma

Internships and Community Service

All Jindal School undergraduate students must complete an internship and 100 hours of community service to graduate. The Jindal School's fully staffed Career Management Center (CMC), working in tandem with the University's Career Center, helps students prepare for and seek internships, as well as post-graduation employment. The school's Undergraduate Programs office directs and coordinates the community service requirement.

Fast-Track Options in the Jindal School

All undergraduate degrees in the Jindal School offer a fast-track option. These programs allow students to earn up to 12 credit hours that can be applied toward a master's degree. Students with qualifying grades begin the fast-track option in their senior year of their undergraduate program. Fast-track programs require careful course selection and dedication, but can open up opportunities for students who complete the program.

Rankings

- *U.S. News & World Report* ranks the school's Full-Time MBA program No. 12 (tied) among public university programs and No. 33 (tied) overall.
- *Bloomberg BusinessWeek* and *U.S. News & World Report* rank the Naveen Jindal School of Management's undergraduate programs among the nation's top 100 programs.

Degrees Offered

*Bachelor of Science:* Accounting, business administration, finance, global business, healthcare management, human resource management, information technology and systems, marketing, supply chain management.

The Naveen Jindal School of Management offers a wide array of MS and doctorate degrees. For more information, visit jindal.utexas.edu.