DEPARTMENT OF ECONOMICS

Announcing

Bachelor of Business Administration – Business Data Analytics

The new B.B.A. in Business Data Analytics is designed to meet the growing demand for professionals who can gather, sort and interpret large amounts of data to help businesses solve problems and operate more effectively.

This STEM-designated program combines coursework in business, economics and data analytics to provide students the knowledge, skills and hands-on experience needed to develop data-driven solutions in f nance, insurance and other industries.

Market Demand for Economics Data Analysts

- Economics is ranked among the **"Best College Majors for a Lucrative Career"** according to Kiplinger.com.
- Economics is ranked No. 5 on the list of **"Top 10 College Majors"** according to Princetonreview.com.
- Business analytics is listed as the highest-paying business major ($129,800) on a recent list of **"The College Majors with the Highest Salaries – and the Best Prospects"** on Forbes.com
- Business Analysis is ranked as the No. 9 major on the list of **"Highest Paying Jobs with a Bachelor's Degree"** on Payscale.com, and Economics and Mathematics is ranked No. 10.
- Employer demand for market research analysts is predicted to grow **23% over** the 2016-26 period (much faster than average) according to the Bureau of Labor Statistics.
- Business analytics was the **most sought-after major area by employers** at the UA Spring 2019 Internship & Career Fair.

Curriculum Highlights

Economics Coursework (30 credits)
- Principles of Microeconomics and Macroeconomics
- Intermediate Microeconomics and Macroeconomics
- Data Analysis for Business Decision Making (Applied Econometrics I and II)
- Economic Forecasting
- Economics electives (three courses)

Interdisciplinary Data Analytics Courses (12 credits)
- Database Management for Information Systems
- Upper-level analytics coursework in management, f nance and marketing

College of Business Core Courses (33 credits)
- Strong foundation in business courses, including f nance, marketing, management and accounting.

Career opportunities include:
- Business Analyst
- Data Analyst
- Operations Analyst
- Financial/Securities/Investment Analyst
- Pricing Analyst
- Market Analyst
- International Business
- Business Forecaster

For more information, contact
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BBA – Business Data Analytics: Typical Sequencing of Program Coursework