Bachelor of Arts in Decision Analytics

Description

Through the Bachelor of Arts in Decision Analytics, you will learn to use a wide variety of tools to analyze data for decision making in multiple fields, such as marketing, education, transportation, finance, health, government, and others. You will also obtain a well-rounded education that includes sciences, arts, and humanities, along with specialized skills in statistics, data mining, programming, research methods, and representation of quantitative analyses. This program provides you with knowledge, strategies, and skills needed today and tomorrow. For more information, contact transferadmissions@depaul.edu.

Program Features

1. On campus and online courses
2. Financial aid and flexible payment options for those who qualify
3. Clear, structured course sequence
4. Opportunities to transfer professional experience and prior coursework for faster completion
5. Flexible schedule designed for working adults
6. Hands on labs using current industry-leading software

You'll gain the following proficiencies

1. Manage data and information
2. Pose questions that will produce useful data
3. Develop and execute methods of inquiry to address research problems
4. Analyze, interpret and communicate about data to inform decision-making
5. Derive data-based optimal decisions from complex problems
6. Analyze structured and unstructured data
7. Visualize patterns in complex data
8. Literacy in advanced industry-leading software
9. Interpret entities' behavior
10. Work collaboratively and creatively to solve problems through data analysis

Core Curriculum

Lifelong Learning

- Reflective Learning
- Civic Engagement Requirement
- Quantitative Reasoning
- Writing for Competence
- Critical Thinking
- Research Writing
- Research Methods
- Externship

Liberal Learning

- Liberal Arts in Action
- Courses in Arts & Ideas
- Courses in Human Community
- Courses in Scientific World
- Integrative Learning

Major Curriculum

Professional Major

- Career Assessment & Planning
- Professional Communication in the Workplace
- Ethics/Social Justice
- Creativity/Innovation
- Global Perspective
- Capstone Planning
- Capstone Project/Portfolio Review

Core Analytics Courses

- Applied Information Management Systems
- Data Analysis
- Introduction to Databases
- Precalculus
- Foundations of Decision Analytics
- Data Analysis and Statistical Software II

Electives

Computing Concentration

- Introduction to Computer Science I
- Introduction to Computer Science II
- Advanced Data Analysis
- Database Programming
- Introduction to Data Mining

General Concentration

- Quantitative Methods in Marketing
- Principles of Marketing
- Introduction to Marketing Research
- Consumer Behavior
- Strategic Tools for Marketers
- Analytics in Action Seminars
- Data Mining
- Text Analytics
- Descriptive Analytics
- Predictive Analytics
- Prescriptive Analytics
- Accelerating Organization Intelligence