

# Prepare for a career IN A GROWING FIELD



## BUSINESS ANALYTICS PROGRAMS AT OAKLAND UNIVERSITY

Business analytics uses statistics, mathematical modeling, databases and technology to generate insights and support managerial decision making. Companies are leveraging the benefits of business analytics to improve customer service, enhance operational performance, identify new business markets and drive revenue growth. Analytics skills are needed in health care, automotive, financial services, marketing, human resources, education and more. Finding people with the requisite quantitative computing and business domain skills is a challenge. To meet that challenge, Oakland University offers a full complement of business analytics programs.

### GRADUATE CERTIFICATE IN BUSINESS ANALYTICS

Ideal for the working professional, the graduate certificate in business analytics includes three core and two elective courses (15 credits). Students must possess a bachelor's degree to enroll. Learn more at [tinyurl.com/OUAnalyticsCert](https://tinyurl.com/OUAnalyticsCert).

### BUSINESS ANALYTICS CONCENTRATION: MASTER OF SCIENCE IN IT MANAGEMENT

A graduate degree that puts both managerial and technical skills at the forefront, the Master of Science in IT management (MSITM) prepares students for a career managing and designing information systems. The business analytics concentration in the MSITM program gives students the skills to address business problems by focusing on data management and analytics.\* Learn more at [oakland.edu/msitm](https://oakland.edu/msitm).

### BUSINESS ANALYTICS CONCENTRATION: MBA

This concentration introduces Master of Business Administration (MBA) students to a range of quantitative and computational techniques widely used in today's data-driven world. This enhances an MBA education with additional statistical analysis, data visualization, mathematical modeling, management science and data mining. Learn more at [oakland.edu/mba](https://oakland.edu/mba).

### MINOR IN BUSINESS ANALYTICS

Oakland undergraduate students can pursue a minor in business analytics regardless of their major. This minor explores a range of quantitative and computational techniques and complements nearly any major as the use of business analytics is spreading across disciplines. Learn more at [tinyurl.com/OUBizAnalytics](https://tinyurl.com/OUBizAnalytics).

### SPECIALIZATION IN BUSINESS ANALYTICS

The management information systems undergraduate program includes an optional specialization in business analytics. Students choosing to specialize in this area will take three courses for deeper knowledge in this high-demand field. Learn more at [tinyurl.com/OUBizAnalytics](https://tinyurl.com/OUBizAnalytics).

\*OU's MSITM program is STEM-coded. Students can apply for 24-month STEM extension after completing 12-months of Optional Practical Training (OPT).

Learn how you can prepare for a career in this growing field at [oakland.edu/business](https://oakland.edu/business).



School of Business Administration