

Big Data is getting bigger. According to IBM, the estimated 2.5 quintillion bytes of data we create daily will add up to 40 zettabytes (43 trillion gigabytes) by 2020 — and that’s just the beginning. The W. P. Carey degree in Business Data Analytics gives you the tools to launch a dynamic career with global potential, in a business world increasingly ruled by data.

Major Requirements

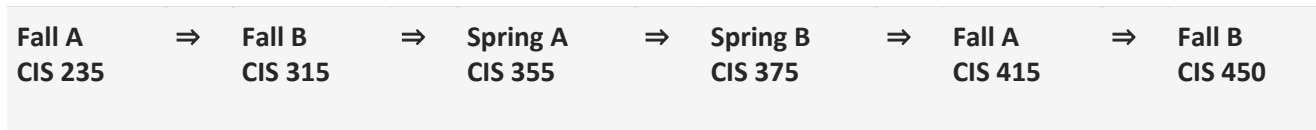
Sequencing - Tempe

Plus: 6 credits of Business Data Analytics electives (see below)



Sequencing - ASU Online

Plus: 6 credits of Business Data Analytics electives (see below)



Business Data Analytics Degree Courses

- CIS 235 Introduction to Information Systems
- CIS 315 Introduction to Business Data Analytics
- CIS 355 Business Data Warehouses and Dimensional Modeling
- CIS 375 Business Data Mining
- CIS 415 Big Data Analytics and Visualization in Business
- CIS 450 Enterprise Analytics

Business Data Analytics Elective Options

- CIS 300 Web Design and Development
- CIS 308 Advanced Excel in Business
- CIS 340 Business Information System Development I
- CIS 345 Business Information System Development II
- CIS 365 Business Database Systems Development
- MKT 440 Digital Marketing in Practice
- MKT 450 Social Media and Content Marketing
- SCM 315 Business Decision Models
- SCM 345 Logistics Management
- SCM 432 Planning and Control Systems for SCM

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Major Requirements

Sequencing - Tempe

Plus: 3 credits of Business Data Analytics Elective (see below)

CIS 235	⇒	CIS 315	⇒	CIS 325 CIS 355	⇒	CIS 375 CIS 415	⇒	CIS 450
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Sequencing - ASU Online

Plus: 3 credits of Business Data Analytics Elective (see below)

Fall A CIS 235	⇒	Fall B CIS 325	⇒	Spring A CIS 315 CIS 355	⇒	Spring B CIS 375	⇒	Fall A CIS 415	⇒	Fall B CIS 450
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Business Data Analytics Degree Courses

- CIS 235 Introduction to Information Systems
- CIS 315 Introduction to Business Data Analytics
- CIS 325 Fundamental Techniques for Business Data Analytics
- CIS 355 Business Data Warehouses and Dimensional Modeling
- CIS 375 Business Data Mining
- CIS 415 Big Data Analytics and Visualization in Business
- CIS 450 Enterprise Analytics

Business Data Analytics Elective Options

- CIS 300 Web Design and Development
- CIS 308 Advanced Excel in Business
- CIS 310 Business Data Visualization
- CIS 340 Business Information System Development I
- CIS 345 Business Information System Development II
- CIS 365 Business Database Systems Development
- MKT 440 Digital Marketing in Practice
- MKT 450 Social Media and Content Marketing
- SCM 315 Business Decision Models
- SCM 345 Logistics Management
- SCM 432 Planning and Control Systems for SCM