MBA Find Your Focus:

CALIFORNIA STATE UNIVERSITY
FULLERTON
MIHAYLO COLLEGE
OF BUSINESS AND ECONOMICS

Business Analytics

What is Business Analytics?

o Business Analytics: a cross between Management Information Systems and Decision Strategies

o A study of data—data management, storage, cleaning, processing

o Skills: interpersonal, technology, applications, business processes

Why choose Business Analytics?

o Business Analysts in high demand

o Greater possibility of high wages

o A field that keeps on growing as technology becomes increasingly important

o Businesses of all sizes rely on databases, business modeling and analytical tools; meaning flexibility in size of company to work in and amount of responsibilities

CNN Best Jobs in America #28: Business Analyst

o Job growth estimated at 22.1% from 2012-2022

o Median annual wage range pay: $76,200

o High end of annual wage rage: $109,000

o "Better computer programs can mean big cost cuts for businesses, so IT business analysts are in high demand, especially these days."

Sample Courses

o ISDS 526 Forecasting, Decision Analysis, And Experimental Design (3 units)
Time series analysis. Trend, cyclical and seasonal components. Statistical decision theory. Fundamental principles of experimental design; interaction. Software packages.

o ISDS 551 Information Resources Management (3 units)
Expanding role of information systems in the overall strategy and management of organizations. Topics include strategic value of information systems, management of the information systems development and procurement process, E-commerce and integrated enterprise systems.

o ISDS 563 Geographic Information Systems for Business (3 units)
Geographic Information Systems in support of business applications such as site location, scheduling, marketing and real estate. Students will develop GIS applications for local businesses.

o ISDS 556 Data Warehousing and Foundations of Business Intelligence (3 units)
Basic concepts, architectures and development strategies of data warehousing, issues in managing data as organizational assets and its potentials for competitive advantages in dynamic business environments.

Career Opportunities

- Business Analyst Lead or Manager
- Project Manager
- Business Architect
- Enterprise Architect

- Product Manager
- Content Developer
- IT Manager

Center for Information Systems & Business Analytics

- Mission Statement: To develop a habit of intellectual inquiry among our students, prepare them for challenging professional life, help them strengthen relationships to their communities and contribute productively to the society.

- Offers seminars and speaker events related to the fields of Information Systems and Business Analytics

- Provides job resources to guide students who are pursuing Information Systems and Business Analytics

- Gives specialized consultations to Business Analytics problems for local businesses in the Southern California area

For more details, visit: CSUF CITBA

Student Organizations

- **Association of Information Technology Professionals (AITP)**: a national student organization dedicated to the technical advancement of their members.

  For more information, visit: CSUF AITP

- **MBA Association**: to provide graduate business students with a professional, educational, and social network comprised of classmates, faculty, and administration at California State University, Fullerton (CSUF).

  - For more information, visit: CSUF MBA Association

  *for information on other business clubs, visit: Mihaylo Clubs

References

CSUF Mihaylo MBA Concentrations Website

CSUF Mihaylo ISDS Courses Description

CNN Best Jobs In America Listing - Business Analytics

Bridging The Gap: Business Analyst Career