University of New Haven

BACHELOR OF SCIENCE

BUSINESS ANALYTICS

AACSB ACCREDITED

The University of New Haven's Pompea College of Business programs are accredited by AACSB, which is the hallmark of excellence in business education. AACSB accreditation places the University of New Haven among the top five percent of the best business schools around the globe.

STEM Certification

The B.S. in Business Analytics is a STEM-certified program. To earn the federal government's STEM designation, programs must focus heavily on the fields of science, technology, engineering, or math. STEM-designated education programs also make it possible for international graduates to work in the U.S. for an additional 24 months after graduation, with the option to work for up to three years without H-1B visa sponsorship.

Program Description

We're surrounded by data. Business-to-business data. Business-to-consumer data. Consumers-talking-to-each-other-about-businesses data. Who makes sense of it all? More to the point, who knows how to exploit it for greater business success? The person with a degree in business analytics, a highly in-demand professional who can help organizations understand and manage the profit-making potential of this gold mine of information.

The University of New Haven's B.S. in Business Analytics will prepare you to be this indispensable individual. Through the program, you will gain organizational and technical competencies in data science, learning to exploit data asset analysis for business applications and acquiring the skills to guide organizational decision-making. We will train you in a wide range of data analytics methods while allowing you to choose a concentration in **sport management**, **marketing analytics**, or **global supply chain**.

And because today's analytics professional must have a thorough understanding of how the business world works, the program also includes courses in finance, accounting, economics, marketing, and management.

With this degree, doors will open for you in just about any organization because most make use of data to further their business objectives. That's one piece of data that's easy to analyze.

Alumna Spotlight

"The University of New Haven allowed me to discover and nurture my love for data analytics and provided me with many skills that have been invaluable for me as a job applicant. Knowing how to manipulate, understand, and explain data in ways that make it useful has been critical for my new position. In addition, taking courses like econometrics and business forecasting gave me the foundation and skills that I use in my current position and that I will use in the future. One of the most important lessons that I learned from my professors is how to take risks and try new things. Unique experiences — such as interning at a software and engineering company, text mining FED speeches, and appearing on WTNH to talk about the Connecticut economy — pushed me out of my comfort zone and prepared me for my career at Sikorsky as a pricing analyst. I'm glad I had the opportunity to learn from such great professors who truly care about the student learning experience. Success really does start here!"

DIANE SOTO '18
B.A. in Economics · Pricing Analyst, Sikorsky Aircraft

Faculty Highlights

Ahmet Ozkul, Ph.D.
Associate Professor

Ph.D. in Management
Clemson University

"I am particularly interested in how data is organized in a computer database in the most logical and efficient way, accessed through a query language, and mined through intelligent algorithms to extract valuable business insights. In my classroom, I use actual data as well as simulated business scenarios, challenging my students to tackle the situation with the knowledge and tools presented in the class. Since I was exposed to many different perspectives, philosophies, and technologies during my career, I am able to teach my students about the right technology solution for the right problem. This could be a database solution, a machine-learning algorithm, an optimization procedure, and, at other times, a statistical method implemented with Excel, R, or Python languages. Also, I specifically emphasize students' skill development through hands-on experiences and repeated practices. Once they master the basics, I encourage them to think outside the box and find creative, unique solutions."

Esin Cakan
Associate Professor

Ph.D. in Financial Economics
The City University of New York

"I have a passion for understanding how the world runs through numbers. My B.S. in Statistics is where all my understanding of storytelling with data started. Having a Ph.D. in Economics gives me an added perspective on the dynamics of data and human behavior. I'm especially interested in forecasting and applying business analytics to unveil the patterns we cannot see with the naked eye. In the University's B.S. in Business Analytics program, students join in the journey of data-driven decision-making to solve numerous problems. I bring theory and its application into the classroom and place great emphasis on learning by doing. We use leading-edge tools like TABLEAU, R, and R -Studio in each course, and I mentor my students on their senior thesis. Our students should find jobs easily in many different sectors by applying their well-learned analytical skills."

Let's Analyze the Job Outlook

According to "Investing in America's Data Science and Analytics Talent: The Case for Action" by the Business-Higher Education Forum in Collaboration with PWC, 70% of business leaders in the U.S. will prefer job applicants with data skills.

There were 2.7 million documented data science and analytics-related job postings in 2020, and that number is projected to grow to 11.5 million by 2026.

Here's another rosy prediction for those with this skill set: the talent shortfall will extend to *existing* job classifications, from the executive suite to frontline jobs. More job openings than qualified applicants? That's the best possible position to be in when you start applying.

Organizations need someone who can help them understand and manage the ever-burgeoning mountain of data so that they, in turn, can understand customers and product demand and evaluate marketing strategies that lead to greater business success.

You can be that person. And, your salary will reflect your worth. The average annual salary for operations research analysts is $86,200.

Internships

Students can obtain a wealth of knowledge from books, lectures, field and lab work, and guest speakers, but nothing completes and complements that knowledge like learning on the job in the real world.

The University of New Haven considers internships to be a highly desirable component of the education process. We strive to successfully match an intern with the most appropriate work environment. It's also a given that all parties in the relationship — the student, the faculty, and our internship contacts — need to devote significant time to make it successful. This balancing act, when achieved, results in a quality internship that can lead to developing a strong future employee.

These are just some of the high-profile companies where our Pompea College of Business students have interned:

- **BDO**
- **General Dynamics Electric Boat**
- **KPMG**
- **Octagon**
- **Sikorsky Aircraft**
- **Target Corporation**
- **The Hartford**
- **The United Nations**
- **Travelers Insurance**
- **United Technologies**

Why Choose the University of New Haven for Business Analytics?

1. You will train in a wide range of data analytics methods and build a solid foundation in one of the following concentrations: sport management, marketing analytics, and global supply chain.
2. You will gain valuable industry knowledge through corporate visits, internships, interaction with practitioners, and collaboration with organizations through our outreach assistance program.
3. Our program cultivates the organizational and technical competencies needed to implement data gathering, cleansing, integration, and modeling tasks. As a graduate, you will know how to exploit data asset analysis for business applications and be able to guide organizational decision-making and discover new business opportunities.
4. Because the program draws on the Pompea College of Business' group of core courses, you will gain a broad understanding of the business world. That means you will graduate with strong skills and knowledge in finance, accounting, economics, marketing, and management.
5. You will be able to take your skills with confidence to any organization, from healthcare and finance to retailing and manufacturing.
6. We employ a student-centric curriculum and a hands-on teaching method in a small-class-size setting. That means, while you're immersed in the study of data, you will never be just a number yourself. Our professors will know you by name.

About Us

The University of New Haven, founded on the Yale campus in 1920, is a private, coeducational university situated on the coast of southern New England. It's a diverse and vibrant community of more than 7,000 students with campuses across the country and around the world.

Within our colleges and schools, students immerse themselves in a transformative, career-focused education across the liberal arts and sciences, fine arts, business, healthcare and health sciences, engineering, public safety, and public service. More than 100 academic programs are offered, all grounded in a long-standing commitment to collaborative, interdisciplinary, project-based learning.

At the University of New Haven, the experience of learning is both personal and pragmatic, guided by a distinguished faculty who care deeply about individual student success. As leaders in their fields, faculty provide the inspiration and recognition needed for students to fulfill their potential and succeed at whatever they choose to do.

Your Success Starts Here

For more information or to arrange a visit, contact

Office of Undergraduate Admissions
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