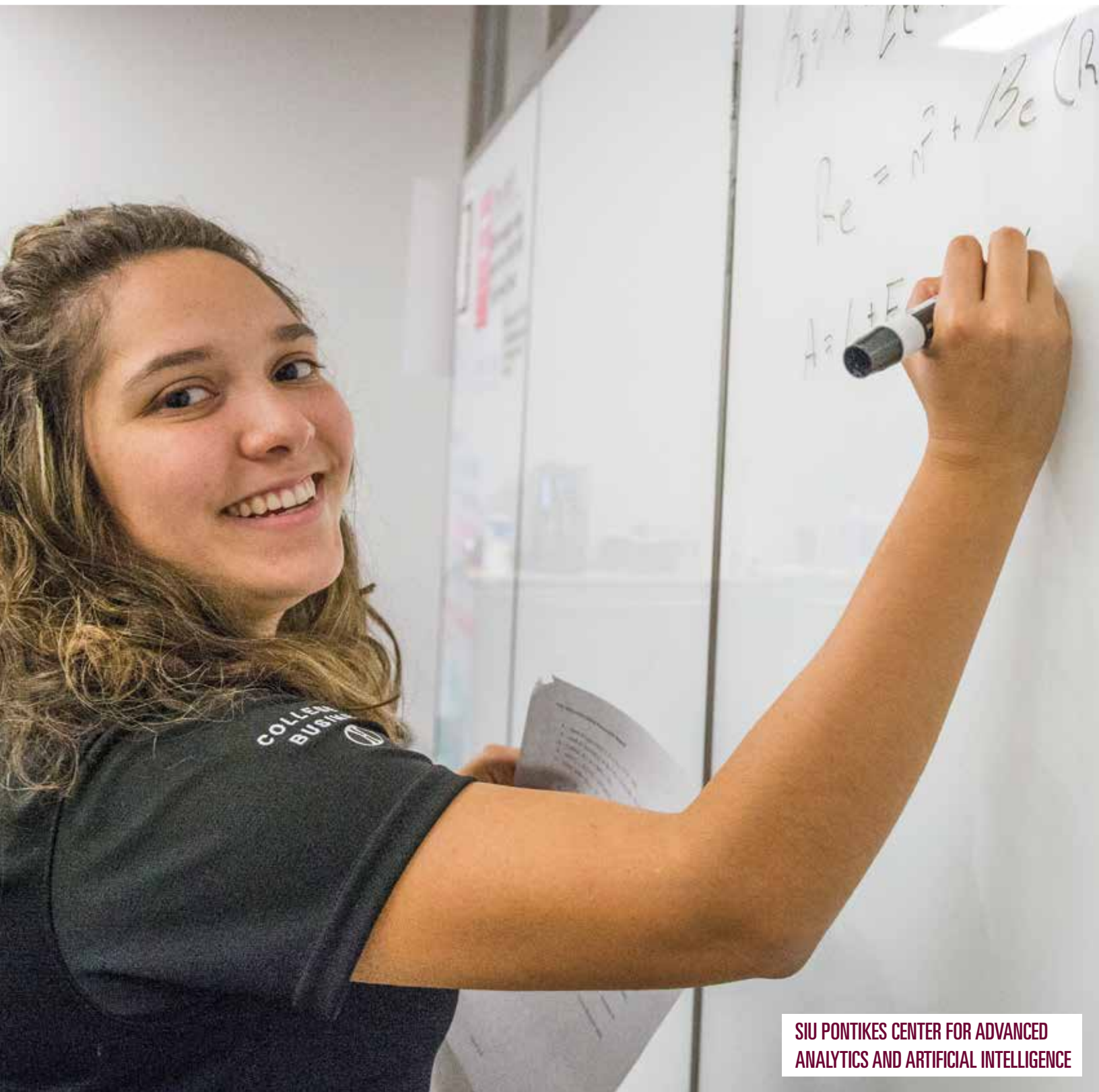


# BUSINESS ANALYTICS

BACHELOR OF SCIENCE



SIU PONTIKES CENTER FOR ADVANCED  
ANALYTICS AND ARTIFICIAL INTELLIGENCE



**DATA ANALYSIS SKILLS + BUSINESS KNOW-HOW  
= LUCRATIVE AND DYNAMIC CAREER OPTIONS.**

**And you can begin as a freshman.**

**With the added bonus of learning about AI and what it means for the business world.**

**Big data. Data mining.** You know that with every click, every purchase, every “like,” you are sharing information with businesses. But what do businesses do with all that information? It depends on the business, of course. But every business needs **someone trained in business analytics** to use that data and develop successful strategies.

### Sample Classes:

- Database Management
- Introduction to Project Management
- Business Analysis
- Business Intelligence
- Data Science
- Artificial Intelligence in Business
- Machine Learning in Business
- Information Visualization
- Ethics of Analytics

### HERE'S WHAT YOU'LL LEARN:



- Business skills in accounting, finance, marketing and management.



- Data science basics and uses for business.



- Artificial intelligence basics and uses for business.

- Data management.

- Data-driven decision making and executive strategy.

- Presentation of data analytics results.



**The Pontikes Center for Advanced Analytics and Artificial Intelligence** is a virtual think tank and research center. Its home is the College of Business, Southern Illinois University Carbondale, but its reach is worldwide.

Accredited by the Association to Advance Collegiate Schools of Business (AACSB)



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