

# PLAN YOUR MAJOR

## Business Analytics (BUAN)

MARQUETTE UNIVERSITY  
BUSINESS

The curriculum provides students an operational knowledge of data preparation, including understanding the business problem, understanding which data to collect, and how to clean and prepare data that is frequently messy and unstructured to make it ready for analysis.

**Secondary Major Only - Must be paired with a different Primary Major in Business**

### INTRO CLASS TO MAJOR:

**BUAN 3065 BUSINESS ANALYTICS 1: DATA DEFINITION, PREPARATION, DESCRIPTIVE ANALYTICS** Prereq: grade of C or better in BUAD 1560 A

### MAJOR COURSE REQUIREMENTS (30 credits) :

- **BUAN 3065 BUSINESS ANALYTICS 1: DATA DEFINITION, PREPARATION, DESCRIPTIVE ANALYTICS** Prereq: grade of C or better in BUAD 1560 A
- **BUAN 3066 BUSINESS ANALYTICS 2: PREDICTIVE AND PRESCRIPTIVE MODELING** Prereq: BUAN 3065
- **BUAN 4060 BUSINESS ANALYTICS: UNSTRUCTURED DATA ANALYSIS** Prereqs: BUAN 3065 and BUAN 3066
- **BUAN 4061 ADVANCED BUSINESS ANALYTICS** Prereqs: BUAN 3065 and BUAN 3066
- **BUAN 4160 INTEGRATIVE BUSINESS ANALYTICS** Prereqs: BUAN 4060 and BUAN 4061, which may be taken concurrently
- **ADDITIONAL UPPER DIVISION BUSINESS ELECTIVES\* AT LEAST 15 CREDITS**  
(courses completed in primary major)

### BUSINESS ANALYTICS CONTACTS:

General Inquiries  
*Dr. Badar Al Lawati*

### LINKS:



MAJOR OVERVIEW



BULLETIN

### KEY:

A = Analytical Structured Elective

**Bold Course** = Option in Spring 2025