

DATA ANALYTICS

The ability to work with numbers and data is critical to the modern workforce. Every area of business, science, entertainment and, increasingly, the humanities is becoming more data-driven. And, as the field of business analytics grows, so does the demand for qualified professionals with deep analytical experience. In fact, Forbes magazine reports that, while today's business leaders have more and more data at their fingertips, they lack the highly skilled workforce needed to harness this information and turn it into successful practice.

The Data Analytics major prepares graduates to add value to any organization through quantitative decision-making from both structured and unstructured data.

Curriculum was heavily influenced by market research on the skills and experience you'll need to get ahead in this emerging field. Coursework combines mathematical modeling and business-world pragmatism, including a mix of statistics, computer science, and mathematics.

MARKETABLE SKILLS

Our Data Analytics curriculum's combination of classroom knowledge, technical expertise and real-world experience makes our students in high demand across a variety of industries. With a Bentley Data Analytics degree, you will have the flexibility to choose from a wide range of careers. Common career options span a wide variety of industries, with positions including:

- Data analyst
- Business analyst
- Financial analyst
- Marketing analyst

HANDS-ON LEARNING

Data Analytics majors have the opportunity, via the Data Lab, to apply and extend their skills by taking workshops and completing projects with local business professionals. In addition, you can choose to further your classroom knowledge through our hands-on learning programs, including corporate partnerships, internships, service-learning and study abroad. By participating in these opportunities, you will gain valuable real-world experience, learn about diverse people and perspectives, and gain new skills for living and working in a global community.

SAMPLE COURSEWORK

MAJOR REQUIREMENTS

Intermediate Applied Statistics

Regression Analysis

Database Management Systems with SQL

Introduction to Programming with Python

Data Science

Data Mining

Introduction to Generalized Linear Models and Survival Analysis in Business

Time Series Analysis

OR

Design of Experiments

FOR MORE INFORMATION

CONTACT Emmy Roth

EMAIL eroth@bentley.edu

PHONE 781.891.2990

WEB bentley.edu/undergraduate/academics

MAIL Bentley University, 175 Forest Street, Waltham, MA 02452 USA



BENTLEY
UNIVERSITY

Students pursuing a Bachelor of Science degree in Data Analytics take the following courses:

GENERAL EDUCATION REQUIREMENTS

Information Technology
Expository Writing I
Expository Writing II
Calculus I
Calculus II
Government
Problems of Philosophy
Principles of Microeconomics
Principles of Macroeconomics
First-Year Seminar (one credit)

For each of the following requirements, you can choose an applicable course from a wide variety of offerings:

Literature/Cinema
Natural Sciences
History
Behavioral Sciences
Humanities/Social Science elective

BUSINESS CORE REQUIREMENTS

Legal and Ethical Environment of Business
Tools and Concepts
in Accounting and Finance
Practice and Applications
in Accounting and Finance
Business Statistics
Marketing-Operations Fundamentals
AND/OR
Human Behavior and Organizations

BUSINESS-RELATED AND UNRESTRICTED ELECTIVES

Choose four courses

ARTS AND SCIENCES ELECTIVES

Choose nine courses

TAKE IT TO THE NEXT LEVEL.

After you've selected a major, what else can you do to make your education work harder? Customize your degree with an optional second major, choose a minor or get a head start on graduate study.

OPTIONAL SECOND MAJOR Students majoring in Data Analytics can add an optional Liberal Studies major to compliment their degree without taking any additional courses. The Liberal Studies major allows students to choose from one of seven concentrations below and provides a well-rounded perspective that is highly sought after by today's leading employers.

The LSM concentrations are:

- American Studies
- Diversity and Society
- Earth, Environment and Global Sustainability
- Ethics and Social Responsibility
- Global Perspectives
- Health and Industry
- Media Arts and Society

MINORS You can further specialize your studies through one of our minors.

- Accountancy
- Actuarial Science
- Business Economics
- Computer Information Systems
- Data Technologies
- Earth, Environment and Global Sustainability
- English and Media Studies
- Entrepreneurial Studies
- Finance
- Gender Studies
- Global Management
- Health and Industry
- History
- Human Resources Management
- Information and Process Management
- Information Design and Corporate Communication
- International Affairs
- International Economics
- Law
- Leadership
- Management
- Marketing
- Modern Languages
- Natural and Applied Sciences
- Nonprofit Organizations
- Philosophy
- Politics
- Psychology
- Public Policy
- Sociology
- Sports Business Management
- Supply Chain/Operations Management

FALCON FAST-TRACK PROGRAM The Falcon Fast-Track program is designed for motivated undergraduate students with high academic standing in ANY undergraduate major. Depending on the program of study, master's degree requirements may be completed with one year of additional full-time academic work. Students enrolled in the Falcon Fast-Track program have the opportunity to pursue one of nine master's programs.

For more information, visit bentley.edu/fast-track.