MANAGEMENT INFORMATION SYSTEMS (BBA) - BUSINESS ANALYTICS CONCENTRATION

Program Overview

The BBA in Management Information Systems with a Business Analytics concentration provides MIS majors with essential and in-demand skills for data-driven decision-making. The program includes hands-on experience and applied projects in data warehousing, dimensional modeling, big-data analytics methods, and data visualization tools and techniques, and it introduces topics such as data mining and predictive analytics. This knowledge and skillset can be used to help companies improve decision-making in increasingly complex and interconnected business environments and help create measurable improvements in business performance.

What's the difference between a Computer Science and MIS degree?
Computer Science (CS) programs focus on the theoretical side of computers, data structures, networks and coding. CS programs are typically offered in science and engineering colleges at universities whereas Management Information Systems (MIS) programs are offered in business colleges. MIS focuses on the information and systems needed to manage organizations efficiently and effectively.

Career Opportunities

MIS majors are prepared for careers in project management, business analysis, networking, system architecture and design, information assurance, and technical support. MIS careers are in every industry and graduates are prepared to work as in-house information systems staff, as consultants for information systems and accounting firms, as independent contractors, and as business entrepreneurs. Your degree will also prepare you for graduate school in business, information systems, or a related field.

A degree in management information systems prepares you for the following careers:

- Information systems manager
- Business analyst
- IT project manager
- IT consultant
- Network and Internet manager
- Webmaster
- Electronic commerce manager
- IT Security manager
- Network administrator
- Web developer
- Database analyst