



## BUSINESS ADMINISTRATION

# BUSINESS ANALYTICS CONCENTRATION

**Business analysts use statistical analyses to support business functions in making data-informed decisions.**

In an era where organizations have vast amounts of data at their fingertips, businesses need analysts to gather, clean, visualize, analyze, and evaluate data to make informed business decisions.

At UCR, our students learn many different types of modeling and programming languages, including R and Python, to conduct statistical analysis and create visualizations of the data. Our courses are continuously updated to reflect cutting-edge software solutions as we cultivate well-rounded business analysts who are adaptive to changes in the industry.

## WHY UCR?

**No. 1**

Public University for Social Mobility  
*U.S. News, 2020-2026*

**TOP 30**

Public University Best Value Colleges  
*Forbes*

Riverside has the  
**5<sup>TH</sup> HIGHEST JOB-GROWTH**  
pace in the U.S.

**38%**

Students from underrepresented racial groups

**54%**

First-generation students

**40**

World-renowned research faculty members

**6**

Business-specific, faculty-led study business abroad

**18+**

Professional business clubs



### DEVELOP CODING SKILLS FOR ANALYTICS

At UCR's programming club, you can hone or develop your coding skills to organize, analyze, and present complex data sets. Meet weekly to learn programming languages like SQL, Python, R, and Tableau, discuss new concepts, work on projects, and network with peers.

# BUSINESS ANALYTICS CONCENTRATION CAREERS

## COURSES:

After completing the business administration degree core courses, you can choose among 80 diverse elective options to enhance your business analytics acumen, especially in the functional areas of finance, marketing, supply chain management, and information systems. Our business analytics courses include Data-driven Marketing, Database for Management, Spreadsheet Modeling for Decision Making, and Programming for Business Applications, and will position you as an in-demand professional.

## BUSINESS ANALYTICS INVOLVEMENT OPPORTUNITIES:

- Accounting Society at UC Riverside
- American Marketing Association (AMA)
- Association for Information Systems (AIS)
- Association of Latino Professionals in Finance and Accounting (ALPFA)
- Beta Alpha Psi
- Black Scholars in Business
- Business Entertainment Association
- Business Strategy Club (BSC)
- California Future Business Leaders of America (FBLA)
- Highlander Business Society
- Highlander Consulting Group
- Highlander Financial Group
- Latino Business Student Association (LBSA)
- Phi Chi Theta
- Programming Club
- The Actuarial Science Club
- The Product Club
- Stratos Associates
- Student Business Leadership Council (SBLC)
- Supply Chain Society
- Undergraduate Business Association (UBA)
- Women in Business

## KEY SKILLS YOU'LL GAIN:

- Business acumen
- Data analytics
- Programming skills
- Data visualization
- Predictive modeling
- Machine learning
- Business intelligence reporting with dashboards

## CAREER OPPORTUNITIES:

Salaries for in-demand business analytics jobs can range from \$65,000 - \$130,000 in California. Salaries vary significantly by industry, experience level, management function, and location. No matter where you start, the opportunity for you to thrive in your career is significant.

## POTENTIAL CAREER PATHS:

- Business Analyst
- Business Intelligence Analyst
- Data Analyst
- Business Systems Analyst
- Operations Analyst
- Marketing Analyst
- Financial Analyst

## UPPER MANAGEMENT POSITIONS:

- Chief Operating Officer (COO)
- Vice President of Business Strategy
- Director of Analytics
- Director of Business Intelligence



## TOP EMPLOYERS:



**Undergraduate Business Programs**  
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