

WHAT CAN I DO WITH MY MAJOR?

BSBA: BUSINESS ANALYTICS

Business Administration with a focus on Business Analytics involves leveraging data analysis, statistical methods, and technology to drive decision-making, improve business processes, and enhance organizational performance. It integrates principles of management, information systems, and quantitative analysis to transform data into actionable insights for strategic planning and operational efficiency.

COMMON JOB TITLES * additional education or certification required post graduation

ENTRY & MID LEVEL POSITIONS

Data Analyst
Business Intelligence Analyst
Market Research Analyst
Operations Analyst
Financial Analyst*

Data Scientist*
Business Analytics Manager*
Senior Data Analyst
Analytics Consultant*
Business Intelligence Developer

AREAS OF EMPLOYMENT: WHERE DO BUSINESS ANALYTICS MAJORS TYPICALLY WORK?

Healthcare: Nebraska Medicine, CHI Health, Bryan Health

Technology Companies: Hudl, Spreetail, Infogroup

Banks: FNBO, Core Bank, Pinnacle Bank

Insurance Companies: Mutual of Omaha, WoodmenLife, Ameritas

Government: NE Dept. of Economic Development, NE DHHS

Retail: Cabela's, Nebraska Furniture Mart, Hayneedle

Universities & Colleges: UNO, Creighton, UNL

Consulting Firms: Olsson, Ernst & Young, KPMG

Energy & Utility Companies: MUD, OPPD, Black Hills Energy

Manufacturing & Supply Chain: ConAgra Brands, Valmont, ACI Worldwide

IMPORTANT QUALITIES:

Transferable Skills Gained:

Data Analysis
Communication Skills
Technical Proficiency
Collaboration
Time Management

Concrete Skills Gained:

Microsoft Excel: Pivot tables, VLOOKUP
SPSS/R
Tableau
MySQL/PostgreSQL
Python

HOW TO DEVELOP YOUR SKILLS :

Join a **UNO CBA Student Organization** and participate in workshops, guest speaker events, and networking opportunities

Utilize the **Nebraska Business Development Center (NBDC)** & gain practical experience by working on consulting projects for local businesses,

Attend events at the **UNO College of Business Administration** & participate in skill-building workshops and seminars

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MAJOR + MINOR SPECIALIZATION: HOW CAN I SPECIALIZE IN SOMETHING BEFORE I GRADUATE?

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Business Analytics + Computer Science minor = Data Scientist*

Business Analytics + Mathematics minor = Market Research Analyst

Business Analytics + Economics minor = Financial Analyst

OCCUPATIONAL OUTLOOK:

Financial Analysts

Operation Analysts

Data Scientists

Market Research Analysts

EMPLOYMENT OPPORTUNITIES:

Check out daily job postings on **Handshake** related to accounting jobs, internships, and opportunities to boost your student experience

ADDITIONAL EDUCATION:

Graduate School:

Pursuing a Master's degree in Business Analytics, Data Science, or a related field can deepen your expertise and open doors to higher-level roles in analytics and business intelligence.

More information:

CBA Graduate Programs

Licensure:

While licensure is not typically required for careers in business analytics, certifications like Certified Analytics Professional (CAP) or specific vendor certifications (e.g., Tableau, SAS) can enhance credibility and career prospects

Learn about industry-standard certifications and continuing education options through organizations like: **INFORMS**

OTHER RESOURCES :

UNO Business Analytics

Career Exploration in Career Services

U.S. Bureau of Labor Statistics: Occupational Outlook Handbook

NEED SOME EXTRA HELP?

Book an appointment with CBA Career Services

Book an appointment with your Advisor

Career Services

 EAB 113

 6001 Dodge Street, Omaha, NE 68182

 402.554.3672

 careers.unomaha.edu

 careers@unomaha.edu

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