COLLEGE OF BUSINESS ADMINISTRATION

# UNDERGRADUATE BUSINESS ANALYTICS

The availability of massive quantities of data has resulted in a need for special skills to analyze this data. To be an effective analyst, one must be able to extract, clean, and analyze data. Once the analysis is complete, results must be communicated to stakeholders in a clear and appropriate manner based on the underlying data source and audience.

Being an effective analyst isn't enough, though. The only way to address business problems is to understand business problems. This combination of business and technical expertise is in short supply within Omaha, across Nebraska, and in businesses across the country.

The UNO College of Business Administration has created a unique concentration to offer training that combines business expertise with the skills to be an excellent analyst.

## LEARNING OBJECTIVES

**You will gain skills necessary to excel in business analytics including —**

- Programmatically clean, merge, extract, and manage data from raw files and databases.
- Use advanced algorithms to cleanse data.
- Analyze data using appropriate statistical methods.
- Visualize data and communicate with others using reporting software.

## Increase your earning power with a career as a business analyst.

According to Lightcast, a source of national and regional advertised job postings, job postings have grown 14% in the last year alone.* Salary position postings requiring a bachelor's in an analytics related field remain high.

| | Median Salary |
|---|---|
| Omaha Area | $108,288 |
| National | 109,824 |

Source: Lightcast Q3 2026 Data Set. Includes only job postings with published salary data from August 2025 - July 2026.

* Comparing August 2025 to July 2026 job postings to August 2024 to July 2025.

## LEARN MORE

cba.unomaha.edu/economics

Scan to learn more about the analytics concentration

ECONOMICS

# UNDERGRADUATE BUSINESS ANALYTICS CONCENTRATION

## CORE REQUIREMENTS

Complete three courses (9 credit hours).

ECON 3310 **SQL, Databases and Data Cleaning for Data Scientists**

**DATA EXTRACTION, PROGRAMMING, AND CLEANING**

Students will learn to extract data from databases using Structured Query Language (SQL) and programmatically clean and integrate data from multiple systems using languages such as Python or R. The course introduces different types of databases, how they are structured, and how databases and queries can solve real-world business problems. Students will also explore how database technologies support different applications, from traditional data analysis to modern uses such as providing data and context to AI models.

ECON 3300 **Introduction to Econometrics**

**ANALYSIS**

Learn to use real-world data to answer economic and business questions. Students build and interpret regression models, test hypotheses, evaluate model assumptions, address common data problems, and generate forecasts. Applied projects emphasize choosing appropriate methods and communicating results clearly.

ECON 4350 **Business Intelligence and Reporting**

**TOOLS**

The course will teach students to use state-of-the-art Business Intelligence (BI) software to generate insights and inform decision-making across industries, from transportation and medicine to marketing and government. Students will learn how BI tools contribute to business analytics problems by helping them understand, visualize, and communicate insights from business datasets, statistical models, and other analytical methods. The course will also build fluency across multiple BI platforms, preparing students to adapt to different tools used in industry and apply emerging AI tools to business intelligence problems.

## ELECTIVES

Complete three courses (9 credit hours).

| Number | Title |
|---|---|
| ACCT 3050 | Intermediate Managerial Accounting |
| ACCT 4020 | Analytics for Accounting |
| ACCT 4060 | Advanced Managerial Accounting |
| ACCT 4080 | Principles of Auditing |
| ECON 4300 | Quantitative Applications in Economics and Business |
| ECON 4510 | Economics Internship |
| ECON 4570 | Economic Conditions Analysis |
| FNBK 3400 | Investment Principles and Practices |
| FNBK 4150 | Intermediate Financial Management |
| FNBK 4610 | Portfolio Management |
| MKT 4340 | Marketing Research |
| MKT 4370 | Marketing Analytics |
| SCMT 4370 | Supply Chain Analytics |

### MINOR AND SECONDARY CONCENTRATION

The minor and secondary concentration require the same courses, together with just one of the elective courses.



University of Nebraska Omaha

The University of Nebraska does not discriminate based on race, color, ethnicity, national origin, sex, pregnancy, sexual orientation, gender identity, religion, disability, age, genetic information, veteran status, marital status, and/or political affiliation in its education programs or activities, including admissions and employment. The University prohibits any form of retaliation being taken against anyone for reporting discrimination, harassment, or retaliation for otherwise engaging in protected activity.