Business Analytics

Track Champion

Jeff Simonoff
jsimonof@stern.nyu.edu
KMC 8-54

The business analytics track is designed to expose students to the skills, methods, and practices that are useful for data-driven decision making. This multidisciplinary field has strong roots in computer science, information science, mathematics, operations, and statistics. Topic areas include data organization and management, computer programming, data mining and machine learning, optimization, and statistical methods, used to both investigate past business performance and predictively model future performance. This track provides preparation for careers in a wide range of fields at companies that are committed to the use of data to gain insights about their business (including consulting, entrepreneurship, financial services, marketing, risk management, sales, social media, and technology), as well as graduate school in the social sciences.

Important note: Students must fulfill all required prerequisites for any course listed. For information regarding course prerequisites, please refer to the Undergraduate Bulletin (www.stern.nyu.edu/bulletin) and for College of Arts and Science courses (http://cas.nyu.edu/page/majorminors).

Prerequisites

- Calculus I (MATH-UA 121) or higher
- Statistics for Business Control and Regression/Forecasting Models (STAT-UB 103 OR STAT-UB 1 & STAT-UB 3)

Although not formally part of the track, students in this track would probably benefit from also taking other courses listed in the digital marketing track, such as Networks, Crowds, and Markets (INFO-UB 60).

Essentials

- Introduction to Computer Programming (CSCI-UA 2)
- Dealing with Data (INFO-UB 46) or Database Design and Web Implementation (CSCI-UA 60)
- Data Mining for Business Analytics (INFO-UB 57)
- Regression and Multivariate Data Analysis (STAT-UB 17)

Advanced Electives

Three courses from the list below, including courses from at least two of the four categories indicated:

- Mathematics - Calculus II (MATH-UA 122), Linear Algebra (MATH-UA 140), Discrete Mathematics (MATH-UA 120)
- Statistics - Forecasting Time Series Data (STAT-UB 18)
- Social Media and Digital Marketing Analytics (INFO-UB 38), Practical Data Science (INFO-UB 59), Search and the New Economy (MULT-UB 36)
- Operations Management - Decision Models (MULT-UB 7)