Why Business Analytics?
BUSN 4000

Business Analytics is Revolutionizing Business.

Business analytics impacts how we compile information and how business decisions are made.

In the current business environment, organizations have an unprecedented amount of information at their fingertips. This rapid expansion of available information is transforming every channel of business and turning business analytics into a fundamental skill for decision makers at every level of an organization.

Recognizing the growing importance of business analytics and the need for these skills, Terry College faculty from each of the college’s disciplines developed a new required course, BUSN 4000, designed to introduce students to the fundamental tools of business analytics.

Analytical Skills are in High Demand.

Learning the fundamental tools of business analytics gives students the skills to present data in a clear and understandable way and opens doors to a rewarding career.

Business analytics is fundamental to business. Multinational management consulting firm McKinsey & Company projects that the gap between the supply and demand of people with deep analytical talent will be between 50 to 60 percent by 2018. It forecasts a shortage of 1.5 million managers and analysts capable of making decisions rooted in analytical concepts.

The ability to take data—to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it—that’s going to be a hugely important skill in the next decades . . .

– Hal Varian, Chief Economist, Google

Having a foundation of business analytic concepts makes you more marketable for a broader set of jobs. Because data drives the decision-making, I’m able to go deeper and reveal how consumers commonly pair products in ways that you might not expect.

– Patrick Fitzmaurice (BBA/MA ’12, Economics) Consultant, The Boston Consulting Group

In my current startup world where our products are bought and delivered online, it is all about learning: Who is your customer? What are they buying? How did they find us? Without data you just don’t learn. Without learning in a startup, you die.

– J. Phillip Hardin (BBA ’85, Accounting) CEO, YouScience, LLC

The University of Georgia
Terry College of Business
Terry Foundations First Core

The Terry College structures its business core using a Foundations First approach. Business majors are required to complete three foundation courses during their first semester in Terry. These courses equip students with a fully integrated business core and a common base of knowledge to draw upon as they complete their upper-level courses, regardless of their major area of study. Intended business students must complete Statistical Analysis for Business (MSIT 3000) prior to entering the Terry College to gain a basic understanding of the analytical tools used in the business environment.

FINA 3000, Financial Management
The basic concepts and analytical tools of finance in both corporate finance and investments. Topics include risk and return, financial institutions, efficient markets, valuation theory, capital budgeting, portfolio theory, cost of capital and international finance.

MARK 3000, Principles of Marketing
Examination of the ways organizations satisfy consumer and organizational needs and wants for products and services. Emphasis is placed on how the elements of the marketing mix are used to provide customer satisfaction in the marketing of goods and services, both domestically and internationally.

MGMT 3000, Principles of Management
Management functions and processes as applied to organizations and to individuals in organizations. Topics to be covered include strategy, job and organization design, ethics and social responsibility, diversity, global influences, leadership, motivation, human resource management and organizational change. Other emerging managerial issues may be introduced.

Predictive Modeling and Optimization (BUSN 4000) teaches students the essentials of calculus and analytical concepts that are vital in today’s business environment.

BUSN 4000, in conjunction with Terry’s Foundations First Core, provides students with an understanding of the integration between functional areas of business and the foundation needed to complete upper-level courses, helping students derive the greatest benefit from their Terry education. Terry students are expected to take this required course within the first two semesters of entering the college.

A key trait of good managers and leaders is to make informed and effective decisions. At the heart of those good decisions are the results from good business analytics.
– Robert Vandenberg
Robert O. Arnold Professor of Business

Without analytics you wouldn’t have marketing.
Analytics gives you some science of the business.
– Alexandra Turac (BBA ’15, Marketing)

By utilizing predictive modeling techniques, corporations globally are better able to identify risks that they face.
– Robert E. Hoyt
Dudley L. Moore Jr. Chair of Insurance

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