

Business Analytics

A concentration in business analytics provides you with the skills and knowledge, combined with a high level of analytical and technical expertise to develop business strategies, gain new insight and improve strategic decision making. Business Analytics will focus on data aggregation, data mining, forecasting, predictive analysis and data visualization.

Career Options

Some options may require further/prior education

Career paths in business analysis can be quite varied as they touch upon virtually every facet of the businesses' operations and within varying types of businesses. The following are examples of career paths in the field of business analytics:

Information Technology & Services

ITS refers to the business systems, processes and tools used to operate said business.

Financial Services

Within Finance, business analytics builds mathematical equations based on business data to help mitigate risk during decision-making processes.

Management Consulting

Management consultants are deeply focused on how businesses are run and providing the organization with supports or solutions to improve business processes and services.



Degree Specific Skills


- Programming Knowledge
- Microsoft Power BI
- Data Visualization
- SQL
- Finance
- Data Analysis
- Computer Science
- Analytical Skills
- Information Technology

Brock Competencies

The knowledge, skills and attributes that students develop through their curricular and co-curricular experiences and reflection.

 Act Innovatively

 Collaborate Effectively


 Practice Intercultural Fluency

 Apply Knowledge

 Communicate Effectively

 Surgite!

 Be Curious

 Engage with Your Community

 Think Critically

 Know Yourself



Positions of Recent Grads

- Business Analyst
- Analytics Specialist
- Data Analyst
- Business Consultant
- Management Consultant
- Financial Analyst
- Data Scientist
- Software Engineer



Professional Associations

Digital Analytics Association (DAA)

digitalanalyticsassociation.org

International Institute of Business Analysis (IIBA)

iiba.org/career-resources/a-business-analysis-professionals-foundation-for-success/core-standard



Professional Designations

Entry Certificate in Business Analysis (ECBA)

Certified Business Analysis Professional (CBAP)

PMI Professional in Business Analysis (PMI-PBA)

Digital Analytics Association (DAA)

Web Analyst Certification

Certification of Capability in Business Analysis (CCBA)



Student Clubs



Goodman DASA Data and Analytics Students' Association

[instagram.com/goodmandasa/](https://www.instagram.com/goodmandasa/)

[linkedin.com/company/goodmandasa/?originalSubdomain=ca](https://www.linkedin.com/company/goodmandasa/?originalSubdomain=ca)



Using Social Media

LinkedIn can be an effective way to access industry professionals and build your professional network.

Book an appointment on **CareerZone** to create or improve your profile!



How We Can Help

The Goodman Career Education team provides various services and hosts events to help prepare students for the job search process.

- **Book an appointment** with our office
- **Goodman Portal:** portal.bus.brocku.ca
- **Networking Events**

You are also welcome to attend the following events, hosted by the Goodman Career Education team:

- **Exploring Careers in.... series** – meet with alumni and industry professionals

[goodmanschool](https://www.instagram.com/goodmanschool)

portal.bus.brocku.ca

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School of Business

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Brock University
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