# GUIDE TO MAJORS AT YESHIVA:
# BUSINESS INTELLIGENCE AND MARKETING ANALYTICS (BIMA)

Choosing a major can be stressful, but it is important to understand that you can pursue almost any career regardless of which major you choose. While there are some exceptions, most entry-level positions simply require general transferable skills—those that can be learned in one setting and applied in another. Relevant experience through internships and activities is generally more important to employers than a major. It is best to choose an area that you find interesting and where you have the ability to do well. At Syms, the Information and Decision Sciences area offers a concentration in **Business Intelligence and Marketing Analytics (BIMA)** that focuses on the intersection of Business Intelligence approaches and Marketing.

## What is the Business Intelligence and Marketing Analytics (BIMA) Major?

Organizations are in the process of developing the ability to aggregate, analyze, and monetize the growing surge of available data. There is a great potential for students of business intelligence for future leadership roles in this field and in related fields.

Business Intelligence refers to a variety of methods and computer applications used to analyze an organization's raw data. Business Intelligence is made up of several related activities, including data mining, analytical processing, querying and reporting. Many organizations have used business intelligence approaches to gain competitive advantage in their fields. Some examples of types of organizations that use business intelligence include sports teams, manufacturers of consumer goods, restaurant chains, television channels, and banks.

The **BIMA** major focuses on the intersection of Business Intelligence approaches and Marketing. This interdisciplinary approach uses data and marketing knowledge to show how companies can get closer to their consumers, develop a better understanding of the relationship between their consumers and the brand, and help marketers create better marketing plans and innovative products. To complete the major, students participate in a capstone course that focuses on the integration of various methods and technologies a data scientist and a marketing analyst encounters. Students are required to complete a project simulating a real world data science environment.

## What can I do with a Major in Business Intelligence and Marketing Analytics (BIMA)?

Information science professionals are needed across most industries, as almost all organizations require some form of data management. Specific areas can range from healthcare organizations to technology firms to financial institutions to nonprofits.

Careers that utilize knowledge of **BIMA** include:

- Administrative Services Manager
- Analytics Director
- Business Analyst
- Compliance Manager
- Database Administrator
- Information Security Analyst
- Information Systems Manager
- Information Technology Director
- Management Consultant
- Market Information Manager
- Marketing Analyst
- MIS Director
- Network Administrator
- Operations Analyst
- Operations Manager
- Product Marketing Manager
- Project Manager
- Quality Control Supervisor
- Research Associate
- Risk Management Analyst
- Social Media Marketer/Analyst
- Systems Analyst

## Skills and Abilities

Technology is a constantly changing field, requiring professionals to continually learn new skills. In addition to technical abilities, analytical skills and attention to detail are also developed through coursework and projects. Some of the additional skills and abilities cultivated through the **Business Intelligence and Marketing Analytics (BIMA)** major include:

- Comparing information
- Critical thinking
- Data analysis
- Organization
- Problem solving
- Report writing/ presentation skills
- Team work/Leadership
- Time management
- Understanding technical systems