



**Academic Advisement**

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## Business and Management Major Business Intelligence and Marketing Analytics

Faculty	Dean Avi Giloni, Department Chair .....	agiloni@yu.edu
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**Business Intelligence and Marketing Analytics** Total Credits: 27

Required IDS

IDS 2030	Business Analytics and Programming (Fall only)	3 credits
IDS 2550	Business Intelligence and Consumer Insights (Spring only)	3 credits
IDS 2460	Data Management for Business Analytics	3 credits
IDS 3000	Business Intelligence Project	3 credits

Plus one (1) from the following:

IDS 2020	Data Visualization	3 credits
IDS 3800H	Data Driven Decision Making	3 credits
IDS 2160	Decision Models	3 credits

Plus three (3) business elective courses in the same subject. BIMA Majors must also have a minor.

**IDS Minor for Sy Syms Students** Total Credits: 9

Any three (3) upper level IDS courses.

**IDS Minor for YC/SCW College Students** Total Credits: 18

IDS 1020	Introduction to Information System	3 credits
*IDS 1131	Business Statistics	3 credits
IDS 2030	Business Analytics and Programming (Fall only)	3 credits
IDS 2160	Decision Models	3 credits

Plus any two (2) upper level IDS courses 6 credits

\*Students who have taken STA 1021 (and received a grade of C or better) may take IDS 1456. Students who have also taken MATH 1412, should then take another business core (principles) course instead of IDS 1131 or IDS 1456.