Yeshiva University

## SY SYMS SCHOOL OF BUSINESS

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**Business and Management Major Business Intelligence and Marketing Analytics**

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# Business Intelligence and Marketing Analytics Total Credits: 27

**Required IDS**

|  |  |  |
| --- | --- | --- |
| IDS 2030 | Business Analytics and Programming  | 3 credits |
| IDS 2550 | Business Intelligence and Consumer Insights  | 3 credits |
| IDS 2460 |  Data Management for Business Analytics | 3 credits |
| IDS 3000 |  Business Intelligence Project | 3 credits |
|  |  |

**Plus** one (2 ) 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.

FS - Bus+Mgt – BI+MA [2017-07]