



A young man and woman are looking at a laptop screen in a classroom setting. The man is on the left, wearing a light blue button-down shirt, and the woman is on the right, wearing a dark grey sweater. They are both looking down at the screen with focused expressions. The background shows a blurred classroom with posters on the wall.

A degree in

**BUSINESS ANALYTICS &  
INFORMATION SYSTEMS**

from the **UNIVERSITY OF SOUTH FLORIDA**



UNIVERSITY of  
**SOUTH FLORIDA**  
Muma College of Business

# TRAITS OF

# USF BUSINESS ANALYTICS & INFORMATION SYSTEMS MAJORS

## SELF-MOTIVATED

Successful analysts are proactive people who manage themselves well and stay on top of deadlines. They must be able to delegate parts of larger tasks and make strategic decisions with little direction.

## SKILLED COMMUNICATORS

Communications skills are possibly the most important characteristic of the awesome business analyst. They often work across teams - or even continents - and must convey their message quickly in a way their audience understands.

## CRITICAL THINKERS/ PROBLEM SOLVERS

Information systems are built to solve business challenges and business intelligence is meaningless unless it can be used to harness solutions. While discovering the problem to be solved, MIS managers and business analysts must listen to and critically consider stakeholder needs - and ask probing questions - until the real need surfaces and is understood.







# WHY STUDY BUSINESS ANALYTICS & INFORMATION SYSTEMS AT USF?

## REASON #1

### JOB OPPORTUNITIES

According to the 2015 Corporate Recruiters Survey conducted by the Graduate Management Admission Council, data analytics and finance functions tied for second place in the list of jobs employers seek to fill in 2015. Fifty-one percent of employers plan to hire graduates with this skill set, compared with 44 percent last year.





## REASON #2

# MORE THAN DATA COLLECTION

Analytics is a booming business, thanks to worldwide emphasis on leveraging and harnessing data in industries as varied as sports, healthcare, energy, and government. Given this – and USF’s strong faculty expertise in business intelligence – USF focuses on more than simply creating systems to collect data. USF grads know how to turn data into actionable strategy.



## REASON #3

# GREAT SALARIES

The salaries offered in this field are impressive. Data scientist was recently named the best job in America by Glassdoor and the U.S. Bureau of Labor Occupational Outlook Handbook indicates bachelor's degree candidates in business analytics and information technology received a median salary of \$76,000 in 2014.





## STUDENT SPOTLIGHT NICOLE DeNICOLA

“I had a job offer before graduation, thanks to the workshops and extracurricular activities that complemented my classroom training.”

Nicole DeNicola says that she liked the solitary research aspect of the the business analytics and information systems field but she also enjoyed the group projects that helped prepare her for work as an intern with SME Solutions Group. Because of her USF training, she was able to manage the strategic management company’s social media accounts, manages the firm’s internship program, and build executive dashboard applications with Qlik software. She was able to use skills in C#, HTML, SQL, and several software programs.