



What is ISBA?

- Information Systems & Business Analytics

The ISBA major is for students interested in learning how businesses use information/data to improve operations and tackle an array of problems. Demand for ISBA graduates is often intense and salaries are attractive.

Learning Outcomes

Bachelor of Business Administration (B.B.A.)

- Will apply critical thinking and problem-solving skills when analyzing business problems
- Requires 5 courses from the Department of ISBA

Bachelor of Science (B.S.)

- Will develop proficiency in one mainstream programming language, such as Java, JavaScript, C++, or Python
- Adds 4 courses from the Department of Computer Science in addition to the B.B.A. course load

Career Paths

Students with a degree in ISBA may elect and aspire to positions such as:

- Information Systems Analyst
- Management Consultant
- Application Developer
- Business/Data Analyst
- IT Administrator

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