

# BUSINESS ANALYTICS CONCENTRATION (B.COM.) (15 CREDITS)

**Offered by:** Management (Desautels Faculty of Management)

**Degree:** Bachelor of Commerce

**Program credit weight:** 15

## Program Description

Students completing this concentration will have training in a diverse set of methods in analytics and tools to conduct analyses as applied in a variety of managerial disciplines. Today, business professionals, managers, and entrepreneurs need to be able to leverage the power of data that is collected. The Business Analytics concentration provides students with essential skills and knowledge needed to navigate in the world of data. This Concentration offers courses with a strong practical and applied orientation from a variety of managerial disciplines.

**Note:** For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

## Required Courses (3 credits)

Expand allContract all

Course	Title	Credits
INSY 336	Data Handling and Coding for Analytics.	3

## Complementary Courses (12 credits)

3-6 credits from the following:

Expand allContract all

Course	Title	Credits
MGSC 401	Statistical Foundations of Data Analytics.	3
MGSC 416	Data-Driven Models for Operations Analytics.	3

3-6 credits from the following:

Expand allContract all

Course	Title	Credits
INSY 446	Data Mining for Business Analytics.	3
MGSC 404	Foundations of Decision Analytics.	3

0-6 credits from the following:

Expand allContract all

Course	Title	Credits
ACCT 451	Data Analytics in Capital Market.	3
BUSA 471	Artificial Intelligence Ethics for Business.	3
FINE 460	Financial Analytics.	3
INSY 442	Data Analysis and Visualization.	3
INSY 446	Data Mining for Business Analytics.	3
INSY 448	Text and Social Media Analytics.	3

INSY 463	Deep Learning for Business Analytics.	3
MGSC 483	Analytics-Based Community Project.	3
MRKT 440	Marketing Analytics.	3
MRKT 442	Customer Analytics.	3
ORGB 330	People Analytics.	3

Or any related undergraduate topics course (with approvals from Business Analytics and the BCom Office).