

BUSINESS ANALYTICS MAJOR (B.COM.) (72 CREDITS)

Offered by: Management (Desautels Faculty of Management)

Degree: Bachelor of Commerce

Program credit weight: 72

Program Description

The Major in Business Analytics offers an interdisciplinary approach to study the evolving field of management analytics with a strong emphasis on experiential learning. The major is designed to address the growing needs of organizations for business analytics, data science, and artificial intelligence. The emphasis of the program will be on managerial issues and use of state-of-the-art data analytics tools to optimize organizational decisions in a variety of managerial settings.

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 (54 credits)

Management Core

Expand allContract all

Course	Title	Credits
MGCR 211	Introduction to Financial Accounting.	3
MGCR 222	Introduction to Organizational Behaviour.	3
MGCR 233	Data Programming for Business.	3
MGCR 250	Expressive Analysis for Management.	3
MGCR 271	Business Statistics.	3
MGCR 293	Managerial Economics.	3
MGCR 294	The Firm in the Macroeconomy.	3
MGCR 331	Information Technology Management .	3
MGCR 341	Introduction to Finance.	3
MGCR 352	Principles of Marketing.	3
MGCR 372	Operations Management.	3
MGCR 382	International Business.	3
MGCR 423	Strategic Management.	3
MGCR 460	Social Context of Business.	3

Major

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Course	Title	Credits
INSY 336	Data Handling and Coding for Analytics.	3
INSY 446	Data Mining for Business Analytics.	3
MGSC 404	Foundations of Decision Analytics.	3

3 credits of experiential learning from the following:

Expand allContract all

Course	Title	Credits
MGSC 483	Analytics-Based Community Project.	3
RETL 407	Retail Management Project.	3

Complementary Courses (18 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

6-9 credits of technical component from the following:

Expand allContract all

Course	Title	Credits
INSY 437	Managing Data and Databases.	3
INSY 442	Data Analysis and Visualization.	3
INSY 463	Deep Learning for Business Analytics.	3

3-9 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 448	Text and Social Media Analytics.	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 the Business Analytics area and the B.Com. Office).