

# Business Analytics Programs in Business School: What Can Marketing Do?

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## Abstract

Business analytics is popular new program worldwide. This paper introduces the business analytics programs offered by schools of business in USA. From one survey, among 94 AACSB-accredited business schools, 60 schools offer business analytics programs. More details are: 9 schools offer undergraduate programs; 21 schools offer both undergraduate and graduate programs, and 30 schools offer graduate program only. The core curricula of these business programs include three areas: 1) business core courses such as accounting, finance, marketing, and operation management; 2) data analytics courses such as statistics, data mining, data visualization, and data analytics); and 3) applied business analytics courses such as marketing analytics, accounting analytics, and student term projects. The purpose of business analytics education is to educate students to become 1) data scientist; 2) data analyst; and 3) data explorer. We discuss the data analytics programs offered by other schools such as computer science, engineering, and math schools, and suggest the position of business analytics offered by business schools. We also discuss the potential roles that marketing department can play in building business analytics programs with other disciplines, and recommend a path to better integrate marketing program with business analytics programs.

*Keywords:* Business analytics, data analytics, marketing analytics, big data

*Relevance to Marketing Educators, Researchers and Practitioners:* This paper is relevance to marketing educators

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