



MAJOR

BUSINESS ANALYTICS

Business analytics combines data, technology, and strategy to solve complex business challenges.

As data continues to grow, businesses are relying on descriptive, diagnostic, predictive, and prescriptive analytics to understand performance, forecast outcomes, and drive strategic decisions.

At UCR, Business Analytics students develop technical skills in programming languages like Python and R, along with statistical modeling and data visualization. Our courses emphasize real-world applications and are continuously updated to reflect industry tools, preparing students to become adaptable professionals ready to drive impact in a rapidly evolving business landscape.

WHY UCR?

No. 1

Public University for Social Mobility
U.S. News, 2020-2026

TOP 30

Public University Best Value Colleges
Forbes

Riverside has the
5TH HIGHEST JOB-GROWTH
pace in the U.S.

38%

Students from underrepresented racial groups

54%

First-generation students

40

World-renowned research faculty members

6

Business-specific, faculty-led study abroad programs

18+

Professional business clubs



DEVELOP CODING SKILLS FOR ANALYTICS

At UCR's programming club, you can hone or develop your coding skills to organize, analyze, and present complex data sets. Meet weekly to learn programming languages like SQL, Python, R, and Tableau, discuss new concepts, work on projects, and network with peers.

BUSINESS ANALYTICS

MAJOR CAREERS

COURSES:

After completing foundational coursework, students in the STEM-designated Business Analytics major apply mathematics, statistics, and programming alongside a strong business foundation to enhance their analytical acumen. Coursework emphasizes statistical modeling, data management, and data visualization, equipping students to analyze complex datasets and support strategic, data-driven decision-making in high-demand careers.

BUSINESS ANALYTICS INVOLVEMENT OPPORTUNITIES:

- Accounting Society at UC Riverside
- American Marketing Association (AMA)
- Association for Information Systems (AIS)
- Association of Latino Professionals in Finance and Accounting (ALPFA)
- Beta Alpha Psi
- Black Scholars in Business
- Business Entertainment Association
- Business Strategy Club (BSC)
- California Future Business Leaders of America (FBLA)
- Highlander Business Society
- Highlander Consulting Group
- Highlander Financial Group
- Latino Business Student Association (LBSA)
- Phi Chi Theta
- Programming Club
- The Actuarial Science Club
- The Product Club
- Stratos Associates
- Student Business Leadership Council (SBLC)
- Supply Chain Society
- Undergraduate Business Association (UBA)
- Women in Business

KEY SKILLS YOU'LL GAIN:

- Business acumen
- Data analytics
- Programming skills
- Data visualization
- Predictive modeling
- Machine learning
- Business intelligence reporting with dashboards

CAREER OPPORTUNITIES:

Salaries for in-demand business analytics jobs can range from \$65,000 - \$130,000 in California. Salaries vary significantly by industry, experience level, management function, and location. No matter where you start, the opportunity for you to thrive in your career is significant.

POTENTIAL CAREER PATHS:

- Business Analyst
- Business Intelligence Analyst
- Data Analyst
- Business Systems Analyst
- Operations Analyst
- Marketing Analyst
- Financial Analyst

UPPER MANAGEMENT POSITIONS:

- Chief Operating Officer (COO)
- Vice President of Business Strategy
- Director of Analytics
- Director of Business Intelligence

TOP EMPLOYERS:

Goldman Sachs

BANK OF AMERICA

citi

J.P.Morgan

NASA

P&G

pwc

EY

SOUTHERN CALIFORNIA
EDISON

Google

SEO

Meta

KAISER
PERMANENTE

esri

PEPSICO

amazon

accenture

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