

ANALYTICS AND INFORMATION TECHNOLOGY MAJOR

Overview

The Gabelli School of Business offers students a major in analytics and information technology, in which students are also familiarized with the way technology is used in various forms of social media and communication.

Students are equipped with the technical and strategic skills to navigate the digital economy, combining expertise in electronic commerce, database systems, Python programming, web analytics, and the business of media.

This major prepares graduates to leverage technology for data-driven decision-making, digital innovation, and media-driven business solutions.

CIP Code

30.7102 - Business Analytics.

You can use the CIP code to learn more about career paths associated with this field of study and, for international students, possible post-graduation visa extensions. Learn more about CIP codes and other information resources.

Requirements

Course	Title	Credits
Required Courses		
CMBU 4412	ST: Understanding Audiences/Users	3
INSY 4505	AI and Data-Driven Marketplaces	3
INSY 3432	Data Management and SQL	3
INSY 3436	Programming with Python	3
INSY 4431	Web Analytics	3
One of the following CMBU courses:		3
CMBU 4453	Social Media	
CMBU 4471	Business of New Media	
CMBU 4413	Digital Media & Promo Comm	
CMBU 4416	ST: The Business of Video Games	
Electives		
Three upper-level INSY courses ¹		9
<i>One of the following options:</i>		<i>3 to 4</i>
One CMBU upper-level course ²		
One additional INSY upper-level course ¹		
DTEM 2417	Data Visualization	
DEST 1002/ NMDD 3450	Intro to Design Prototyping	
DEST/NMDD 3880	Designing Smart Cities for Social Justice	

¹ Any course with the subject code INSY, numbered 3400-4998, of three or more credits, may fulfill this requirement.

² Any course with the subject code CMBU, numbered 3400-4998, of three or more credits, may fulfill this requirement.