

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.