

Business Analytics

DIVISION OF
MATH &
COMPUTER
SCIENCE

PROGRAMS OF STUDY:

- B.S. in Business Analytics
- Minor in Analytics
- Minor in Data Analysis
- Minor in Statistics

EXTERNAL RELATIONSHIPS

- Amazon
- Blount County Courthouse
- Blount Memorial Hospital
- Clayton Homes
- DENSO Manufacturing
- Dollywood Company
- HGTV
- Knoxville Utility Board (KUB)
- LDA Engineering
- National Safe Skies Alliance
- Oak Ridge National Laboratory (ORNL)
- Pilot Flying J
- Teledyne Brown Engineering
- U.S. Census Bureau

GRADUATE SCHOOL PLACEMENTS

- Appalachian State University
- Clemson University
- Florida State University
- Georgia Tech
- Miami (of Ohio) University
- North Carolina State University
- Texas Southern University
- University of Nebraska
- University of North Carolina, Chapel Hill
- University of Tennessee, Knoxville
- Vanderbilt University



MARYVILLE
COLLEGE
IN THE GREAT SMOKY MOUNTAINS

Why study Business Analytics at Maryville College?

More data has been created in the last two years than in the entire history of the human race. Business analysts interpret and analyze this data with the goal of improving the functioning of businesses and organizations. These professionals are employed everywhere from Fortune 500 companies to hospitals, non-profit agencies and government organizations. Successful business analysts possess a unique combination of domain knowledge and a solid foundation in mathematics, statistics and computer science.

Maryville College's major in Business Analytics balances mathematical techniques and business applications. Educated in Maryville College's strong liberal arts curriculum, graduates of the program are able to meet the many challenges of today's data-driven business environment. The program aims to create experts who understand the complex issues facing organizations; gather, organize and analyze data from a variety of sources; suggest realistic solutions based on solid mathematical reasoning; and communicate findings to a variety of audiences.

MEET A CURRENT SCOT



Eden Carnes

Hometown: Friendsville, Tennessee

Taking a gap year after graduating from high school, Eden still couldn't decide between her passion for math and theater. After touring MC, she felt right at home and was relieved to learn that she could double major in Business Analytics and Theatre Studies.

"I love learning in all disciplines, so I like that business analytics allows me to explore computer science, math, and business classes," Eden says. She hopes to integrate both

majors into a career in arts administration while remaining open to opportunities that may present themselves post-graduation. As for on-campus opportunities, Eden currently works as an Admissions Ambassador and serves as the President for Alpha Psi Omega, the College's theatre honors society.

MEET A RECENT GRAD



Alex Sonner '24

Currently: Accounting Analyst Intern at JTEKT in Vonore, Tennessee

After exploring Biology and Engineering as a major, Alex settled on Business Analytics because he "enjoys taking data, manipulating it, and uncovering insights." Along with his major, Alex added minors in Statistics and Data Analysis, which equipped him with strong analytical skills, enabling him to interpret data, spot trends and make informed decisions. He interned at Red Stag Fulfillment and Dollywood, where he helped optimize operations and

analyzed business data.

In addition to his current role at JTEKT, where he uses those skills to assess financial data and support strategic decisions, Alex is pursuing an MBA with an analytics concentration at Lipscomb University.

FOR MORE INFORMATION:

visit maryvillecollege.edu/business-analytics or call 865.981.8092