VALLEY CITY STATE UNIVERSITY

Program Fact Sheet

www.vcsu.edu - catalog.vcsu.edu - 101 College St SW, Valley City, ND 58072 - 800-532-8641 - 701-845-7202

Business Administration - Data Analytics and Visualization Concentration

About this Composite Major

The Business Administration Data Analytics and Visualization concentration program prepares students with the core competencies essential to succeed in all types of business environments. This versatile program includes coursework in accounting, human relations, management, marketing, finance, and technology. The Data Analytics and Visualization concentration prepares students for roles that involve analyzing complex data, extracting insights, and presenting those insights in a clear and compelling way. This interdisciplinary field combines elements of statistics, computer science, business, and design to equip graduates with the skills needed to handle data-intensive tasks in various industries.

Students in this concentration will develop skills in areas such as data analysis, visualization techniques, statistics and machine learning, programming, critical thinking, and communication. Students will understand how to collect, clean, and interpret data using tools like Python or SQL. They will apply statistics and machine learning to use statistical methods and algorithms to identify trends, make predictions, or optimize processes. They will develop the ability to interpret data in context and draw actionable insights. Finally, they will learn how to present data-driven insights to non-technical audiences effectively.

Career Opportunities

Career opportunities for graduates can include:

- Data Analyst
- Business Intelligence Analyst
- Visualization Specialist
- IT Business Analyst

Industries who may hire graduates in these career fields include:

- Technology
- Healthcare
- Finance
- Marketing and Advertising
- Government
- Education

Get Involved in your Major

Business Club: There are many ways to get involved in your major. Among other things, you can participate in competitions, attend guest lectures, or join the business club. The goal of the club is to provide opportunities for students to develop the skills, abilities, and leadership qualities necessary to enter and be successful in the workplace. This organization allows business students to network and focus their time and energy on activities that will enhance their educational experiences and better prepare them for the job market.

Practical Experience

Students are encouraged to earn credits by extending their learning beyond the classroom. Job shadowing opportunities exist that allow students to observe the performance of employees in careers related to their area of study. Students will have the opportunity to participate in tours, workshops, fairs, and conferences.

An internship or business practicum is a valuable learning experience that can enhance the student's educational experience. These hands-on learning opportunities allow students to apply knowledge to real-world situations, gain opportunities to network and may lead to job offers. The business practicum includes a student-led business incubator and a volunteer tax preparation site. Area businesses and organizations that have offered internships to VCSU students include Arthur Companies Inc., The ARC Group, Bank Forward, Centrol Ag Consulting, Columbia Grain, Dacotah Bank, Doosan Bobcat, John Deere Seeding Group, Larson Grain, Nutrien Ag Solutions, Riverton Research Inc., USDA Farm Service Agency, Valley Plains Equipment, and Wold Engineering.

Accreditation

The Department of Business at Valley City State University has received specialized accreditation for its business programs through the International Accreditation Council for Business Education (IACBE) located at 11960 Quivira Road in Overland Park, Kansas, USA. For a list of accredited programs please view our IACBE Member status page. (https://www.iacbe.org/memberpdf/ValleyCityStateUniversity.pdf)

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IACBE

MEMBER WITH ACCREDITED PROGRAMS

Contact Information

Department Chair and Faculty Contact

Wesley Wright, wesley.wright.1@vcsu.edu, (701) 845-7519

Department Location

Vangstad 114

Schedule your visit today!

http://visit.vcsu.edu/

(701) 845-7101 or (800) 532-8641

Learn more about studying Business Administration at Valley City State University

Plan of Study

Contact your advisor to create your individualized plan of study.

Learning Outcomes

Students will:

1. Demonstrate knowledge of core business functional areas.
2. Integrate the core areas of business to inform decision making.
3. Demonstrate professional business communication.
4. Demonstrate the ability to collaborate with diverse colleagues.
5. Apply legal and ethical principles in business to organizational decision making.
6. Demonstrate leadership skills.