

BREAK BOUNDARIES

Business Information Systems (BIS) Major

The BIS major provides students with a strong foundation in cross-functional business processes and the application of information systems to support them.

Business Analytics (BUAN) Major

The Business Analytics (BUAN) major prepares students with cutting-edge knowledge and skill sets that will enable them to be competitive in the rapidly growing field of business analytics, by focusing on using technological tools to extract, integrate, visualize, analyze, and interpret data to support business decision making.

Where do BIS and BUAN graduates go?

These skills can be applied in a broad range of industries including management, marketing, operations, financial services, healthcare, and more.

BIS and BUAN Comparison

Major	BIS	BUAN
Focus	The use of technology to improve business performance and effectively support strategic business plans	The use of technological tools to extract, integrate, visualize, analyze, and interpret data to support business decision
Career Opportunities	System analyst IT consultant IT manager Cybersecurity professional Project manager	Business Analyst Data Analyst Research Analyst Analytics Consultant Risk Analyst
Curriculum (Effective Fall 2025)	3 required BIS 311 (Managing Information Systems Analysis and Design) BIS 324 (Business Data Management) BIS 335 (Application Development for Business) 3 electives BIS 333 (Enterprise Security and Risk Management) BIS 342 (e-Business Enterprise Applications) BIS 344 (Cloud Computing for Business) BIS 372 (Special Topics in Information Systems) ACCT 311 (Accounting IS) ENTP 304 (Tech Ventures)	4 required BIS 324 (Business Data Management) BUAN 348 (Predictive Analytics in Business) BUAN 352 (Business Analytics and Modelling) BUAN 357 (Artificial Intelligence for Business) 2 electives BUAN 315 (Introduction to Generative AI) BIS 335 (Application Development for Business) BUAN 346 (Python Applications for Business) BUAN 368 (AI Strategy and Management) SCM 345 (Analytical Approaches to Supply Chain Management) ACCT 330 (Data Analytics and Artificial Intelligence in Accounting) ECO 301 (Econometric Software) ECO 357 (Econometrics) ECO 367 (Applied Microeconomics) MKT 325/ECO 325 (Consumer Insights through Data Analysis) MKT 326 (Marketing Analytics in a Digital Space) FIN 377 (Lehigh's Data Science for Finance)