



# University of New Hampshire

Peter T. Paul College  
of Business and Economics

## INFORMATION SYSTEMS AND BUSINESS ANALYTICS (ISBA) OPTION

### Career Areas/Job Titles

The Option in Information Systems and Business Analytics (ISBA) provides students with both business problem solving skills and in-depth technical knowledge. The program concentrates on two areas: 1) organizations, with an emphasis on business processes, and 2) technology, with an emphasis on analysis, design, implementation, and management of an organization’s information systems.

Pivotal contributors to the success of any business venture, ISBA professionals must be able to design and manage systems that serve many users – from programmers and managers to clerks and customers. The ISBA option prepares students for a wide range of technology careers by helping them master the fundamentals of ISBA and technology, achieve technical competence in ISBA design and development, and apply ISBA solutions to real business problems. Students are required to work on real-world industry projects to which they apply the ISBA concepts and problem-solving skills learned in the classroom.

### Career Area/Job Titles

Business Analyst	Solution Architect	Technical Consulting
Systems Analyst	Ecommerce Analysis	IT Auditing
Quality Assurance	IT Project Coordinator	Operations Researcher
Statistical Analysis	Business Intelligence	Operations Manager
Operations Analyst	Developer	Financial Analyst
Process Analysis	Forecasting Analytics	Marketing Analyst
Application	Customer Relationship	Market Research
Design/Development	Management	Risk Analysis
Database Developer	Project Management	Supply Chain Planner/Analyst
Web Developer	Data Analyst	Sales Engineer
Software Developer		

### Transferrable Skills

Advanced Excel Skills	Systems Development	SAS
Java Programming	Provide/Respond to Feedback	Forecasting
HTML	Judgement & Decision-Making	Application Testing
SQL/Database Skills	Ecommerce	Oral Communication
Process Analysis	Visual Basic/VBA	Written Communication
Problem Solving		Teamwork
Time Management		Critical Thinking

### Professional Links

- Certified Analytics Professional: <http://www.certifiedanalytics.org>
- Association of Information Technology Professionals: <http://www.aitp.org>
- Project Management Institute: <http://www.pmi.org>
- APICS: Operations & Supply Chain: <http://www.apics.org>
- INFORMS: <http://www.informs.org>
- International Institute of Business Analysis: <http://www.iiba.org>
- Association for Computing Machinery: <http://www.acm.org>