

BUSINESS ANALYTICS AND INFORMATION SYSTEMS

EXPERIENTIAL MAJOR MAP

HBComm



FIRST YEAR

MIDDLE YEARS

FINAL YEAR

ACADEMIC SUCCESS



DEVELOP

a Course Plan and Build Academic Skills

- Review your program requirements with a Student Central professional.
- Check out the [Academic Support Zone](#) for writing and tutoring support.
- Review your program requirements on the [Academic Calendar](#).
- Familiarize yourself with your myInfo account, self help, and degree audit tools.
- If you need academic accommodations, meet with our [Student Accessibility Services team](#)
- Read through the [Academic Regulations](#).
- Discuss any questions or concerns with your Business Program Chair.
- Visit your professors during their office hours.
- Look into future graduate studies or career requirements. Ensure you are on track to meeting these requirements.

- Visit the [Student Success Centre Academic Support Zone](#).
- Meet with your Chair or Student Central Professional to discuss your academic progress, and current/future courses.
- Consider post-degree programs that may require specific courses or academic requirements - start to create a plan.
- Make sure to check your degrees audit with every course registration and drop (found on [myInfo](#)).
- You will be required to select a major prior to the end of 2nd year. Ensure you are thinking ahead.
- If you are considering a major in Business Economics, take BUSI-2017 in the Fall term of 2nd year.
- If you are considering a major in Accounting, take BUSI-2052 in the Winter of 2nd year.
- Consider opportunities to work with faculty members for projects.
- Consider opportunities from Mitacs and/or Centre for Innovation and Entrepreneurship Research (CIER).

- Meet with your Chair and Student Central to ensure you have completed, or are in-progress to complete, all requirements to graduate.
- Submit your Intent to Graduate.
- RSVP for your convocation ceremony.
- Understand application requirements, processes and deadlines for future programs of interest.
- Discuss any questions or concerns with your Business Program Chair.
- Ensure you are on track to meeting any requirements for graduate studies or jobs.

ACADEMIC SKILLS CHECKLIST

- Reading comprehension
- Writing skills
- Presentation skills
- Quantitative skills
- Basic research skills
- Software applications
- Data analysis
- Teamwork
- Conflict management
- Leadership
- Decision making
- Problem-solving
- Creative/innovative thinking
- Critical thinking
- Ethical and legal knowledge
- Managing equity diversity and inclusion
- Application of principles within and across functional areas of business
- Systems integration
- Application of technology
- Project management



CONNECT

and Gain Experience with the Local and Global Community

- Register for courses that contain in-class experiential learning opportunities such as case studies and labs.
- Meet the Chair of your Department and Program - get to know them, and let them get to know you.
- Get involved in student clubs and organizations.
- Get involved with [Enactus Lakehead](#) (Thunder Bay campus).
- Participate in events in [Ingenuity](#).

- Develop networks and connect with your academic professors.
- Consider a work-study job. This is a great opportunity to gain experience, as well as assist in the cost of your education.
- Consider a co-op placement in the summer after 2nd year or for a full year after 3rd year. Seek support if needed.
- Consider participating in the [WIL@Lakehead](#) program in 3rd or 4th year.
- Consider an international exchange through Lakehead's [Study Abroad](#) program (start planning in 2nd year to go in 3rd year).
- Get involved in case competitions (3rd year).
- Consider a leadership role in a student club or organization.
- Consider participating in Mitacs programs.

- Consider working on applied research, such as a thesis project.
- Connect to the local community through attending courses that involve case studies.
- Join different networking platforms such as [Lakehead Connect](#).
- Communicate interest in career-related opportunities with your professor.
- Get involved in case competitions.
- Consider a leadership role in a student club or organization.
- Participate in Research and Innovation week.
- Consider real-world projects for BUSI 4216, 4253, 4733 courses.
- Consider participating and/or presenting at conferences (e.g., FinteQC).
- Consider participating events/workshops (e.g., Disrupt IT, Hack IT, PMI)

EXPERIENTIAL LEARNING CHECKLIST

- Co-operative Education (Co-op)
- Work Integrated Learning @ Lakehead (WIL@Lakehead)
- Internships
- Research Assistantships
- Case Competitions
- Student clubs and organizations
- Participate in Research and Innovation week poster presentations.
- Present at conferences (e.g., FinteQC)
- Participate in local events (e.g., Disrupt IT, Hack IT)



FIRST YEAR

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ACADEMIC SUCCESS



PREPARE

for Postgraduation or Career

- Visit the [Career Zone](#) to find out about the career services offered.
- Discuss bursary and award opportunities with Student Central.
- Check out the job bank at mysuccess.lakeheadu.ca to learn about summer job and on campus opportunities in your program.
- Consider applying for OSAP/Provincial Loan funding.
- Meet with a Student Central Professional to discuss financial management and funding resources.

- Start connecting with employers through on campus recruitment events, such as career fairs and employer visits.
- Join [Lakehead Connect](#) to make connections with alumni in industry.
- Consider taking the [Strong Interest Inventory Assessment](#) to learn about career options.
- Develop relationships with faculty. Future references can be important.
- Consider pursuing project management certifications (e.g., CAPM).
- Consider developing “hard skills” in data analytics and/or software development for careers (e.g., Data Scientist, Business Analyst, System Analyst).

- Build career readiness skills by attending resume, job search and interview skills workshops in the [Career Zone](#).
- Attend the Career and Job Fair/Career and Summer Job Fairs to network with employers.
- Consider and discuss graduate school options with your faculty.
- Finish strong with your final year – in many cases, grad programs only look at your last year or two of grades.
- Understand the terms and conditions of your provincial funding to understand the repayment requirements.
- Consider graduate school and apply for funding (scholarships).
- Consider pursuing certifications in data analytics (e.g., CAP).
- Consider pursuing certifications in Supply Chain Management, Purchasing/Procurement (e.g., CSCP, CIPS, CPP).

CAREER DEVELOPMENT CHECKLIST

- Apply for job opportunities in your field.
- Create a LinkedIn account.
- Network with employers on and off campus.
- Apply for job opportunities in your field.
- Network during Volunteer and Career Fairs.
- Consider an [Informational Interview](#).
- Research employment opportunities tied to skills developed in your program.
- Consider checking out [Resources and Tools](#) on the Career Zone Website, to learn more about professional development (i.e. the Strong Interest Inventory).
- Keep track of your skills and experiences for your resume. If you want to boost your resume and learn valuable soft skills, consider [taking online certificate modules](#).
- Keep track of your on-campus extracurricular activities to add to your Co-Curricular Record (found on [mySuccess](#)).
- Participate in offered training and workshops for certifications.

▶ What skills do employers want?

- Creativity and Problem Solving
- Information Systems Applications in Business
- Business Analysis (workflow, entities, business rules, systems requirements, etc)
- Design Thinking
- Project management
- Programming languages such as Python and SQL
- Communication skill
- Data Analytics
- Data visualization and reporting
- IT Configuration and Rapid Application Development

▶ What skills will I gain with this major?

- Problem Solving and Opportunity Identification
- Communicating Business Value of IT
- Descriptive analytics
- Predictive analytics
- Prescriptive analytics
- Data analytics applications such as Excel and Tableau
- SQL, Python (Entry Level)
- Project Management
- Systems analysis and design
- Agile project Management
- IT Leadership - costing, championing

▶ What double degrees can I do with this major?

- Commerce (Marketing, Economics, Finance, Accounting, HR, IB)
- Computer Science (e.g., Lakehead)

▶ What types of minors can I do?

- Marketing
- Finance
- Accounting
- HR

▶ What certificates could I add to my degree?

- INFORMS: Certified Analytics Professional (CAP)
- TDWI: Certified Business Intelligence Professional (CBIP)
- Microcredentials: edX, Coursera, Udacity, Digital Innovation, etc
- Industry: IBM, AWS, Microsoft, etc
- IIBA: AAC, CBAP, CBDA, CCA, CCBA, CPOA, ECBA
- PMI: CAPM, PMP, etc

▶ What graduate programs could I pursue?

- Master of Data Science
- Master of Data Analytics
- Master of Business Administration
- Master of Science in Management
- PhD in Business Administration

▶ What careers can I pursue?*

- Business analyst
- Data analyst
- Data scientist
- Digital marketing
- Product Manager
- IT Manager
- Cloud Solutions Architect
- Project manager
- Designer
- Data engineer
- IT consultant
- Application Developer

*Your career path is not limited to this list. There could be other options to explore!

▶ What field of work are alumni working in?

- IT Consulting - Deloitte, EY
- Large Enterprise - McDonalds, manufacturing?
- Startup - Stardust
- Government - Statscan, CRA, etc
- NGO - PARO, CIRA
- Small-Medium Enterprise
- Private Software-as-a-service - Aviation Intertec
- Utility - Synergy North

▶ What percentage of graduates are employed within 2 years after graduation?

- 100% of graduates!

STUDENT SUCCESS CENTRE

THUNDER BAY (SC0008)

(807) 343-8018
ssc@lakeheadu.ca
Monday - Friday | 8:30am - 4:30pm

ORILLIA (OR1021)

(705) 330-4010 x 2118
orillia.ssc@lakeheadu.ca
Monday - Friday | 8:30am - 4:30pm

CAREER ZONE

THUNDER BAY (UC00)

(807) 343-8010 x 8294
careerzone.ssc@lakeheadu.ca
Monday - Friday | 10:00am - 4:30pm

SOCIAL MEDIA

THUNDER BAY

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