

# Effect of Personal Interest, Career Relevance, and Course Structure on Student Learning in Business Analytics

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## Abstract

With the tremendous growth of data in modern businesses, business analytics has become a critical field with rapidly growing importance in recent years. As a result, there has been a significant increase in attention towards business analytics education. Ensuring student learning success is critical to provide skilled analysts who are competent in the job market. This study aims to examine factors that could influence student learning in business analytics. Particularly, we included factors from multiple perspectives, including personal interest, expectancy on career relevance, and course structure. An empirical study with 121 students who took a senior-level undergraduate business analytics course was conducted. The results showed that personal interest and expectancy on career relevance had a significant impact on students' learning effort, which, in turn, significantly impacted perceived academic performance and learning satisfaction. Additionally, course structure was also found to significantly impact both perceived academic performance and learning satisfaction.

**Keywords:** Business analytics, student learning, personal interest, career relevance, course structure

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