

# BUSINESS & PUBLIC SERVICES TECHNOLOGIES

## BUSINESS ANALYTICS

### Business Analytics Degree - A25350

-Day, Online, & Evening

The Business Analytics curriculum is designed to provide students with the knowledge and the skills necessary for employment and growth in analytical professions. Business analysts process and analyze essential information about business operations and also assimilate data for forecasting purposes.

Students will complete course work in business analytics, including general theory, best practices, data mining, data warehousing, predictive modeling, project and operations management, statistical analysis, and software packages. Related skills include business communication, critical thinking and decision making.

Graduates should qualify for employment as data technicians, data scientists, business and data analytics engineers, and business analysts in the fields of finance, banking, logistics, marketing, healthcare, manufacturing, information technology, and government organizations.

### Business Intelligence Certificate - C25350A

-Day, Online, & Evening

The Business Intelligence Certificate is designed to provide students a foundation in business intelligence and business analytics principles and applications. Credits earned in the program may be transferred toward an Associate in Applied Science Degree in Business Analytics. Students will learn how to use graphical tools to communicate insights about data, use statistical programming tools to conduct descriptive analytics, process data, and generate reports that support business decision-making.

### Business Analyst Certificate - C25350B

-Day, Online, & Evening

The Business Analyst Certificate is designed to reinforce and advance analytics skills and application. Credits earned in the program may be transferred toward an Associate in Applied Science Degree in Business Analytics. Students will build and validate predictive models that will help guide decision makers, as well as be able to analyze complex data using modern analytics tools and methods.

### Marketing Analytics Certificate - C25350C

-Day, Online, & Evening

The Marketing Analytics Certificate is designed to prepare students for job opportunities in the marketing analytics field. Credits earned in this program may be transferred toward an Associate in Applied Science Degree in Business Analytics. Students will learn business analytics practices and how they apply in the marketing industry.

### Logistics Analytics Certificate - C25350E

-Day, Online, & Evening

The Logistics Analytics Certificate is designed to prepare students for job opportunities in the logistics analytics field. Credits earned in this program may be transferred toward an Associate in Applied Science Degree in Business Analytics and/or an Associate in Applied Science in Global Logistics. Students will learn business analytics practices and how they are applicable in distribution, transportation, and manufacturing organizations.

### Finance Analytics Certificate - C25350F

-Day, Online, & Evening

The Finance Analytics Certificate is designed to prepare students for job opportunities in the finance analytics field. Credits earned in this program may be transferred toward an Associate in Applied Science Degree in Business Analytics. Students will learn business analytics practices and how they are applicable in the financial sector.

### PROGRAM SEQUENCE

#### First Semester

|         |                                   |   |
|---------|-----------------------------------|---|
| BAS 120 | Intro to Analytics .....          | 3 |
| BAS 150 | Intro to Analytical Program. .... | 3 |
| BUS 110 | Introduction to Business .....    | 3 |
| CIS 110 | Introduction to Computers .....   | 3 |
| ENG 111 | Writing and Inquiry.....          | 3 |
| MAT 143 | Quantitative Literacy.....        | 3 |

#### Second Semester

|                 |                                |   |
|-----------------|--------------------------------|---|
| BAS 121         | Data Visualization.....        | 3 |
| BAS 220         | Appl. Analytical Program. .... | 3 |
| MAT 152         | Statistical Methods I .....    | 4 |
| BUS 137         | Principles of Management ..... | 3 |
| Elective List I | .....                          | 3 |

#### Complete Business Intelligence Certificate (C25350A):

BAS 120, BAS 121, BAS 150, BAS 220

#### Elective 1 Track 1: Complete Marketing Analytics Certificate

(C25350C): Choose MKT 120 + BAS 120, BAS 121, BUS 110

#### Elective 1 Track 2: Finance Analytics Certificate (C25350F):

choose ACC 120

#### Elective 1 Track 3: Logistics Analytics Certificate (C25350E):

choose LOG 110

#### Elective 1: Business Core (C25120D): Choose ACC 120

#### Third Semester

|                  |                                     |   |
|------------------|-------------------------------------|---|
| BAS 221          | Intro to Predictive Analytics ..... | 3 |
| BAS 240          | Data Structures for Analytics ..... | 3 |
| ENG 114          | Prof Research and Reporting .....   | 3 |
| BUS 115          | Business Law I .....                | 3 |
| Elective List II | .....                               | 3 |

#### Elective 2 Track 2: Complete Finance Analytics Certificate

(C25350F), choose BUS 225 + BAS 120, BAS 121, ACC 120

#### Elective 2 Track 3: Complete Logistics Analytics Certificate

(C25350E), choose LOG 215 + BAS 120, 121, LOG 110

#### Fourth Semester

|                     |  |   |
|---------------------|--|---|
| HUM 115             | Critical Thinking.....                 | 3 |
| ECO 251             | Prin of Microeconomics .....           | 3 |
| BAS 250             | Analytical Tools and Methods.....      | 3 |
| BAS 270             | Adv Analytical Tools and Methods ..... | 3 |
| BAS 230             | Applied Predictive Modeling .....      | 3 |
| or Elective List II | .....                                  | 3 |

#### Elective 3 Track 4:

#### Complete Business Analyst Certificate (C25350B):

Choose BAS 230 + BAS 220, BAS 240, BAS 250, BAS 270

#### Complete Business Core Certificate (C25120D):

BUS 110, BUS 137, BUS 115, ECO 151 or 251 or ECO 252, + Choose ACC 120. \* See A25120

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**Elective List I (Select 3 hours from the following courses):**

|         |                                 |   |
|---------|---------------------------------|---|
| MKT 120 | Principles of Marketing.....    | 3 |
| ACC 120 | Prin of Financial Acct .....    | 4 |
| LOG 110 | Introduction to Logistics ..... | 3 |

**Elective List II (Select 3 hours from the following courses):**

|         |                              |   |
|---------|------------------------------|---|
| MKT 221 | Consumer Behavior .....      | 3 |
| BUS 225 | Business Finance.....        | 3 |
| LOG 215 | Supply Chain Management..... | 3 |

**Elective List III (Select 3 hours from the following courses):**

|         |                           |   |
|---------|---------------------------|---|
| BUS 210 | Investment Analysis ..... | 3 |
| LOG 225 | Logistics Systems .....   | 4 |

**Completion Requirements .....64 Credit Hours**