

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 Requirements64 Credit Hours