

Bachelor of Business Administration - Business Analytics Concentration

Program Learning Outcomes

	Demonstrate the ability to think critically in making decisions based on data and analytics.	Analyze social, ethical, and environmental principles for reliable and credible analytical insights.	Articulate assumptions and interpretations of data analysis in a written and oral format.	Analyze data to address business problems and to identify and create new business opportunities.	Exhibit modern programming skills to solve analytical problems for businesses.	Import, clean, transform data, and apply statistical analysis.	Communicate data and information in a visual and verbal context.	Demonstrate use of teamwork, leadership, decision making and organization theory skills.
Leadership & Team Development								I
Communications							I	R, E
Professional Business Writing							R, E	R, E
Human Behavior in Organizations				I			R, E	R, E
Managing Organizations	I	I		R, E			R, E	R, E
Accounting for Managers	R, E	E	I	R, E			R, E	R, E
Managerial Economics	E		R, E	R, E			R, E	R, E
Project Management Theory & Practice	E	E					R, E	R, E
Information Systems Analysis & Design			E				R, E	R, E
Data Analytics & Business Intelligence	R, E	E	E	R, E		I	R, E	R, E
Introduction to Statistics for Business	R, E	E	R, E			E	R, E	R, E
Predictive Statistics	R, E	R, E	E	R, E		E	R, E	R, E
Fundamentals of Programming					I		R, E	R, E
Data Mining & Structures I	R, E	R, E	R, E	R, E	R, E	R, E	R, E	R, E
Data Mining & Structures II	R, E	R, E	R, E	R, E	R, E	R, E	R, E	R, E
Multidisciplinary Project (Capstone)	R, E	R, E	R, E	R, E	R, E	R, E	R, E	R, E

3/19/2024

I = Introduced
R = Reinforced and opportunity to practice
E = Emphasize