

BUSINESS ANALYTICS AND ORGANIZATIONAL PERFORMANCE (M)

The Business Analytics program prepares Christian leaders to make data-driven decisions that enhance organizational performance, identify emerging markets, and solve complex business problems. Students apply these skills to specific areas of finance, economics, marketing, and human resources, etc.

Program Learning Outcomes

1. Summarize principles of Christian ethics related to business intelligence. b) Summarize principles of bias and fairness as related to business intelligence
2. Apply the principles and techniques of database structure, administration, and implementation of data collection capabilities and decision-support systems.
3. Understand basic computer programming techniques to facilitate collaboration with stakeholders to work across platforms.
4. Describe models for effective decision making to achieve business objectives.
5. Compare different organizational behaviors and adapt organization performance strategies.
6. Articulate assumptions, analyses, and interpretations of data in a written and oral format.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Core Business Requirements		33
Major Requirements		36
Electives		6
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

Code	Title	Hours
<i>Required Core Courses</i>		
BUS 315	Business Statistics (Counts for University Core)	
ECON 222	Macroeconomics (Counts for University Core)	
COMM 201	Interpersonal Communication (Counts for University Core)	
	or COMM 10 Public Speaking	
<i>Core Business Requirements</i>		
ACCT 203	Financial Accounting	3
ACCT 223	Managerial Accounting	3
BUS 162	Quantitative Business Essentials	3
	or BUS 161 Business Essentials	

BUS 210	Business Law I	3
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
ECON 231	Microeconomics	3
FIN 300	Principles of Finance	3
MGMT 130	Management & Leadership	3
	or MBA 544 People-Focused Management	
MKTG 131	Sales and Marketing	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3

Total Hours 33

Code	Title	Hours
<i>Required Major Courses</i>		
DSAA 200	Introduction to Data Science and Analysis	3
CSC 200	Coding I- Fundamentals	3
DSAA 300	Data Mining and Predictive Analysis	3
ECON 332	An Econometric Survey	3
DSAA 310	Visual Analytics	3
MGMT 345	Diversity, Inclusion, and Human Relations	3
CSC 415	Artificial Intelligence	3
CSC 430	Database Fundamentals	3
BUAN 405	Business Data Analytics Programming with Visualization	3
BUAN 410	Analytics and the Digital Economy	3
MGMT 472	Managing Change	3
BUAN 415	Data Analytics: Integrative Project	3

Total Hours 36