

BUSINESS ANALYTICS (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

By fulfilling all of the course requirements for the Bachelor's of Science in Business Analytics, students will be able to:

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.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/)		45
Business Fundamentals		27
Major Requirements		21
Electives		27
Total Hours		120

Major Requirements

Code	Title	Hours
Required Core Courses		
BUS 3450	Business Statistics	
ECON 2200	Macroeconomics	
COMM 1100	Public Speaking	
	or COMM 21 Interpersonal Communication	
Business Fundamentals		
ACCT 2000	Accounting & Finance for Business Professionals	3
BUS 1200	Business Essentials	3
	or BUS 1400 Quantitative Business Essentials	
BUS 2200	Business Law I	3
BUS 3420	Management Information Systems	3
BUS 3999	Business Internship	3
BUS 4420	Business Policy and Ethics	3
ECON 2100	Microeconomics	3
MGMT 1200	Management & Leadership	3
	or BUS 5110 People-Focused Management	
MKTG 1300	Sales and Marketing	3
Required Courses		
DSAA 2000	Introduction to Data Science and Analysis	3

ECON 3350	An Econometric Survey	3
CSC 3030	Database Fundamentals	3
BUAN 4850	Business Data Analytics Programming with Visualization	3
BUAN 4900	Analytics and the Digital Economy	3
BUAN 4950	Data Analytics: Integrative Project	3
BUS 2440	Project Management	3
Total Hours		48

Plan

Course	Title	Hours
Semester 1		
ACCT 2000	Accounting & Finance for Business Professionals	3
BUS 1400	Quantitative Business Essentials	3
ECON 2200	Macroeconomics	3
CCE 1010	Christian Citizen	3
ENG 1040	Introduction to Writing	3
Hours		15
Semester 2		
DSAA 2000	Introduction to Data Science and Analysis	3
MGMT 1200	Management & Leadership	3
CCE 1030	Western Thought & Worldview	3
COMM 1100	Public Speaking	3
	or COMM 2100 or Interpersonal Communication	
HHP 1100	Stewardship of the Body	1
HUMAN BEINGS & BEING HUMAN		3
Hours		16
Semester 3		
ELECTIVE/MINOR		3
BUS 3450	Business Statistics	3
ECON 2200	Macroeconomics	3
CCE 1020	Western Culture & Worldview	3
NATURAL SCIENCE		4
Hours		16
Semester 4		
ELECTIVE/MINOR		3
BUS 3420	Management Information Systems	3
ECON 3350	An Econometric Survey	3
CCE 1040	Science & Humanity	3
REL 1000	The Bible	3
Hours		15
Semester 5		
CSC 3030	Database Fundamentals	3
ELECTIVE/MINOR		3
ELECTIVE/MINOR		3
MKTG 1300	Sales and Marketing	3
REL 1100	Christian Faith	3
Hours		15
Semester 6		
BUS 2200	Business Law I	3
ELECTIVE/MINOR		3
FAITH & LIFE		3
BUS 2440	Project Management	3
ELECTIVE		3
Hours		15
Semester 7		
BUAN 4850	Business Data Analytics Programming with Visualization	3
BUAN 4900	Analytics and the Digital Economy	3
BUS 3999	Business Internship	3

2 Business Analytics (M)

CSC 3400	Artificial Intelligence	3
ELECTIVE/MINOR		3
Hours		15
Semester 8		
BUAN 4950	Data Analytics: Integrative Project	3
BUS 4420	Business Policy and Ethics	3
CREATIVE EXPRESSION		3
HHP ACTIVITY		1
ELECTIVE/MINOR		3
Hours		13
Total Hours		120

Course options and schedule are subject to change.