

# BUSINESS ANALYTICS AND CHANGE MANAGEMENT (ACC)

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

## Program Learning Outcomes

1. a) 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 change management strategies.
6. Articulate assumptions, analyses, and interpretations of data in a written and oral format.

## Curriculum

Code	Title	Hours
Post-Traditional Core Requirements ( <a href="https://catalog.cuw.edu/undergraduate/university/acad-prog/post-trad/core/">https://catalog.cuw.edu/undergraduate/university/acad-prog/post-trad/core/</a> )		44
<b>School of Business Core Requirements</b>		<b>18</b>
<b>Major Requirements</b>		<b>39</b>
<b>Electives</b>		<b>19</b>
<b>Total Hours</b>		<b>120</b>

## Business School Core Courses

Code	Title	Hours
BUS 272	Organizational Management Principles	3
BUS 315	Business Statistics (Counts as Mathematics Post-Traditional Core)	
MGMT 336	Human Resource Management	3
MGMT 450	International Business	3
MGMT 472	Managing Change	3
MGMT 345	Diversity, Inclusion, and Human Relations	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
<b>Total Hours</b>		<b>18</b>

## Major Courses

Code	Title	Hours
LA 115	Student Success Strategies	3
ENG 210	College Writing (Counts as Communication and Language Post-Traditional Core)	
REL 159	Heritage of Faith (Counts as Post-Traditional Common Core Experience)	
DSAA 200	Introduction to Data Science and Analysis	3

CSC 200	Coding I- Fundamentals	3
CSC 250	Coding II - Algorithms	3
MATH 305	Statistics II	3
DSAA 300	Data Mining and Predictive Analysis	3
DSAA 310	Visual Analytics	3
BUS 355	Management Information Systems	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
BUAN 415	Data Analytics: Integrative Project	3
<b>Total Hours</b>		<b>39</b>