CLEARY UNIVERSITY

BBA | BUSINESS ANALYTICS

OVERVIEW

Business analytics is the study of data through statistical and operations analysis, the formation of predictive models, application of optimization techniques, and the communication of these results to customers, business partners, and colleague executives. Even more valuable, business analytics provides a necessary and vital tool to get the right information to the right people at the right time in order to make sound business decisions.

THE PROGRAM

A degree in Business Analytics provides students preparation for business strategies, information technology systems, and statistical and quantitative techniques. Coursework in the major includes the study of business analysis, strategic data analytics, data analysis tools, and system design and development techniques which will prepare the student to be the go-to person to support organizations in making data-driven decisions and discoveries in the always-evolving field of data management. Core courses provide a comprehensive exposure to the foundation principles of business that are needed to manage functions common to any business enterprise.

CAREER BENEFITS AND OPTIONS

According to the U.S. Bureau of Labor Statistics, "Employment of management analysts – including business analysts – is projected to grow 19 percent from 2012 to 2022, faster than the average for all occupations. Demand for the services of these workers will grow as organizations continue to seek ways to improve efficiency and control costs."

Business analysts bring highly sought-after expertise to companies in almost every field. Evaluating and solving business challenges is the strong suit of these professionals; to accomplish this, they collect, review, and analyze information so they can make sound recommendations.

In choosing a career in business and data analytics, your first job might be an entry- to mid-level position in a specialized area such as:

- Business Analyst
- Data Analyst
- Business Analytics Project Manager

FINANCIAL AID

Grants, loans, and scholarships are available to qualified students. Financial aid counseling is available through the Financial Aid Office at 800.686.1883 or finaid@cleary.edu. Apply for financial aid by visiting fafsa.ed.gov. The Cleary University school code is: 002246

TAUGHT BY EXPERTS

Our instructors are thought leaders and experts in their respective fields. Cleary professors provide relevant and practical experience and knowledge that can be applied in the workplace.

ADMISSION

Applicants must meet Cleary University admission standards and provide official high school transcripts. When applicable, candidates may require SAT test score submission.

APPLICATION REQUIREMENTS

1. Complete online application (Fees may apply)
2. Forward official transcripts to the records office
3. Apply for Financial Aid

Apply online at **CLEARY.EDU**

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BUSINESS STRONG™

CLEARY UNIVERSITY

BBA | BUSINESS ANALYTICS

COURSES AND SAMPLE TIMELINE

FIRST YEAR

Fall Semester

BAC 1000	Foundations in Undergrad Studies	1 credit
BAC 1010	Academic Communication, Technology, and Success Essentials	3 credits
ACC 2411	Principles of Accounting I	4 credits
MGT 1500	Intro. to Business	3 credits
CAS 1500	Microsoft Office Applications	3 credits
	Total	14 credits

Spring Semester

ACC 2412	Principles of Accounting II	4 credits
ENG 1600	Business Composition	3 credits
MGT 1600	Intro. to Management	3 credits
MKT 1500	Enterprise Marketing	3 credits
	Elective Credit	3 credits
	Total	16 credits

SECOND YEAR

Fall Semester

ACC 2801	Intermediate Accounting I	4 credits
COM 2400	Speech and Presentation Techniques	3 credits
ECO 2500	Macroeconomics	4 credits
MTH 1800	Intro. to Business Statistics	3 credits
	Elective Credit	3 credits
	Total	16 credits

Spring Semester

ACC 3802	Intermediate Accounting II	4 credits
BAC 3000	Business Research and Communication	3 credits
FIN 2000	Intro. to Business Finance	3 credits
PMG 2000	Project Management	3 credits
	Elective Credit	3 credits
	Total	16 credits

THIRD YEAR

Fall Semester

ACC 4400	Cost Accounting I	3 credits
BDA 3500	Business Analysis I	3 credits
MGT 3400	Managing Projects and Process in Organizations	3 credits
MTH 4400	Statistics for Financial Economics	3 credits
	Elective Credit	3 credits
	Total	15 credits

Spring Semester

ACC 4700	Accounting Information Systems	3 credits
BDA 3501	Business Analysis II	3 credits
BDA 4000	Strategic Data Analytics	3 credits
FIN 4010	Corporate Finance	3 credits
MKT 4150	Interactive Marketing	3 credits
	Total	15 credits

FOURTH YEAR

Fall Semester

BDA 4100	Data Analytics Tools	3 credits
BDA 4050	System Design Techniques	3 credits
HCM 4400	Health Care Informatics	3 credits
MKT 4400	Marketing Metrics	3 credits
QTY 4320	Quality Management	3 credits
	Total	15 credits

Spring Semester

ACC 4800	Internal Auditing	3 credits
BDA 4060	System Development Techniques	3 credits
LAW 3200	Business Ethics and Legal Issues	3 credits
MGT 4200	International Business	3 credits
	Elective Credit	1 credit
	Total	13 credits
	Total Credits	120

Information provided is accurate at the time of production. Please see the full Academic Catalog on our website for complete degree and course information. Cleary reserves the right to change academic programs, policies, regulations, fees, calendars, courses, and/or degree requirements as needed or required.

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