

# BACHELOR OF BUSINESS ADMINISTRATION DATA MANAGEMENT & ANALYTICS



## PROGRAM DESCRIPTION

Data is a powerful asset that drives decision-making and competitive advantage in modern organizations. The Data Management & Analytics major concentration provides you with an in-depth understanding of how to collect, organize, analyze, and interpret data to support business strategy and operations. You will learn how to transform data into actionable insights, use analytical tools to evaluate performance, and communicate findings effectively to stakeholders. A major concentration in Data Management & Analytics is designed to prepare you to leverage data to inform decisions and improve organizational outcomes. The demand for professionals who can apply data in business contexts continues to grow, but they must be well-rounded. The program includes our Cleary Mind™ curriculum along with business and technology courses. Career opportunities across industries are expanding as organizations increasingly rely on data to guide strategy, optimize performance, and identify new opportunities, creating strong demand for professionals who can bridge data analysis and business decision-making.

## LEARNING OUTCOMES

- Analyze a complex computing problem and apply information technology principles and other relevant disciplines to identify solutions.
- Design, implement, and evaluate an information technology-based solution to meet a given set of requirements in the context of the program's discipline.
- Use systemic approaches to select, develop, apply, integrate, and administer secure information technologies to accomplish user goals.

## Graduates with a Bachelor of Business Administration in Data Management & Analytics are prepared for careers such as:

- Data Analyst
- Business Intelligence Analyst
- Reporting Analyst
- Operations Analyst
- Marketing Analyst
- Financial Analyst
- Data Visualization Specialist
- Decision Support Analyst
- CRM / Customer Insights Analyst
- Supply Chain Analyst
- Analytics Coordinator
- Business Data Specialist

## THE EIGHT ATTRIBUTES OF THE CLEARY MIND™

The Cleary Mind™ defines who we are and sets us apart from other universities. Students, whether online or on campus, embrace its principles throughout their studies, shaping their approach to thinking, leading, and living. By graduation, they're not only job-ready but also excel as critical thinkers, problem solvers, communicators, and ethical leaders. Employers value Cleary graduates for exceeding expectations!



\* The Key Attributes Employers Seek on Students' Resume, NACE Center, 11/30/17. The Top 10 Traits Employers Want in Business School Graduates, GoodCall, 8/17/18. College vs Business Training: What Do Employers Want?, Wharton, University of Pennsylvania, 2/11/16. 8 Essential Skills Every Employer Looks For In Recent Graduates, Inc 10/13/15. What Employers Really Look For in Recent College Graduates, USA Today, 7/22/15. What Employers Are Looking For When Hiring Recent College Grads, Forbes, 7/6/15. New College Grads: Who employers want to hire, CBS News Money Watch, 1/20/15. What Employers Want From MBAs This Year, Poets & Quants, 5/19/14. The 10 Skills Employers Most Want In 2015 Graduates, Forbes, 11/12/14. What Employers Want, GraduateOpportunities.com



## DATA MANAGEMENT & ANALYTICS CURRICULUM PATHWAY - SINGLE MAJOR BACHELOR OF BUSINESS ADMINISTRATION

		COURSE	CATEGORY	CREDITS
YEAR ONE	FALL	ENG 1000 English Composition PHL 1200 Critical Thinking in an Illogical World BUS 1100 Introduction to Organizations (BUS 1000) TCM 1000 The Cleary Mind: Introduction to Human Behavior and Leadership MIS 1000 Applied Business Tools (1000/2000 level BBA Course) <b>Total Credits</b>	GE ENG/COM GE HUM BBA Core GE SS BBA Core	3 3 3 3 3 <b>15</b>
	SPRING	ENG 1100 Discourse and Delivery ECO 1000 Introduction to Macroeconomics COM 1400 Speech Communications QLR 1000 Data Foundations SCI 1500 The Science of Well-Being <b>Total Credits</b>	GE ENG/COM GE SS GE ENG/COM GE MTH GE NS	3 3 3 3 3 <b>15</b>
YEAR TWO	FALL	ECO 2000 Introduction to Microeconomics OPM 2000 Operations Management ACC 1000 Introduction to Financial Accounting ITS 1500 Introduction to Information Technology ELE Elective Course <b>Total Credits</b>	GE ELE SS BBA Core BBA Core Prog Core ELE	3 3 3 3 3 <b>15</b>
	SPRING	CIS 2100 Computer Operating Systems HRM 2800 Introduction to Human Resource Management ACC 2000 Introduction to Managerial Accounting NTR 2000 Nutrition for the Active Adult with Lab ITS 1710 Introduction to Data Structures CAR 1050 Navigating Academic and Life Challenges <b>Total Credits</b>	Prog Core BBA Core BBA Core GE NS Prog Core Prog Course	3 3 3 3 3 1 <b>16</b>
YEAR THREE	FALL	COM 3200 Organizational Communication in a Global Environment MGT 3400 Managing Projects and Processes in Organizations DMA 4200 Data Analysis in Business FIN 3000 Introduction to Corporate Finance (HUM 3250, BUS 4200, 3000/4000 level BBA Course) CIS 2450 Introduction to Networking and Communications <b>Total Credits</b>	BBA Core BBA Core BBA Core BBA Core Prog Core	3 3 3 3 3 <b>15</b>
	SPRING	BUS 3500 Strategic Management PHL 4010 Culture of Ethics (PHL 4900, PHL 2100) BUS 3000 Emerging Business Technologies (HUM 3250, BUS 4200, 3000/4000 level BBA Course) <b>DMA 3200 Principles of Data Analytics</b> ELE Elective Course** <b>Total Credits</b>	BBA Core BBA Core BBA Core <b>Major</b> ELE	3 3 3 <b>3</b> 3 <b>15</b>
YEAR FOUR	FALL	MGT 4071 Organizational Behavior** LED 4010 Leadership Theories and Applications <b>DMA 3600 Data-Driven Decisions</b> <b>DMA 4070 Analyze Data with SQL and R</b> CAR 3060 Navigating Future Career and Life Challenges OR CAR 3050 Navigating Future Career and Life Challenges AND ELE Elective Course <b>Total Credits</b>	BBA Core BBA Core <b>Major</b> <b>Major</b> Prog Course Prog Course ELE	3 3 <b>3</b> <b>3</b> 2 1 1 <b>14</b>
	SPRING	LED 4900 Leadership Seminar <b>DMA 4080 Analyze Data with Python</b> <b>ITS 3061 Application and Integration of AI in IT Management and Data Analytics</b> ELE Elective Course** ELE Elective Course** <b>Total Credits</b>	Prog Course <b>Major</b> <b>Major</b> ELE ELE	3 <b>3</b> <b>3</b> 3 3 <b>15</b>
<b>TOTAL CREDITS</b>				<b>120</b>

\*\*Up to four courses may be taken at the graduate level as part of the Cleary Advantage.