

# CURRICULUM STANDARD

Effective Term  
Fall 2017  
[2017\*03]

Curriculum Program Title	<b>Business Analytics</b>	Program Code	<b>A25350</b>
Concentration	<b>(not applicable)</b>	CIP Code	<b>52.1301</b>

## Curriculum Description

The Business Analytics curriculum is designed to provide students with the knowledge and the skills necessary for employment and growth in analytical professions. Business analysts process and analyze essential information about business operations and also assimilate data for forecasting purposes.

Students will complete course work in business analytics, including general theory, best practices, data mining, data warehousing, predictive modeling, project and operations management, statistical analysis, and software packages. Related skills include business communication, critical thinking and decision making.

Graduates should qualify for employment as data technicians, data scientists, business and data analytics engineers, and business analysts in the fields of finance, banking, logistics, marketing, healthcare, manufacturing, information technology, and government organizations.

## Curriculum Requirements\*

*[for associate degree, diploma, and certificate programs in accordance with 1D SBCCC 400.97 (3)]*

- I. **General Education.** Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.
- II. **Major Hours.** AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*
- III. **Other Required Hours.** A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
<b>Total Semester Hours Credit in Program</b>	<b>64-76</b>	<b>36-48</b>	<b>12-18</b>

\*Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.

## Major Hours

[ref. 1D SBCCC 400.97(3)]

- A. Core.** The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.
- B. Concentration (if applicable).** A concentration of study must include a minimum of 12 semester hours of credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.
- C. Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

### Business Analytics (A25350)

	AAS	Diploma	Certificate																																																																	
<b>Minimum Major Hours Required</b>	<b>49 SHC</b>	<b>30 SHC</b>	<b>12 SHC</b>																																																																	
<p><b>A. CORE</b> <i>Courses required for the diploma are designated with *</i></p> <p><b>Required Courses:</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;">*</td><td style="width: 10%;">BAS</td><td style="width: 10%;">120</td><td style="width: 65%;">Intro to Analytics</td><td style="width: 10%; text-align: right;">3 SHC</td></tr> <tr><td>*</td><td>BAS</td><td>121</td><td>Data Visualization</td><td style="text-align: right;">3 SHC</td></tr> <tr><td>*</td><td>BAS</td><td>150</td><td>Intro to Analytical Program.</td><td style="text-align: right;">3 SHC</td></tr> <tr><td>*</td><td>BAS</td><td>220</td><td>Appl. Analytical Program.</td><td style="text-align: right;">3 SHC</td></tr> <tr><td></td><td>BAS</td><td>221</td><td>Intro to Predictive Analytics</td><td style="text-align: right;">3 SHC</td></tr> <tr><td></td><td>BAS</td><td>240</td><td>Data Structures for Analytics</td><td style="text-align: right;">3 SHC</td></tr> <tr><td></td><td>BAS</td><td>270</td><td>Adv Analytical Tools &amp; Methods</td><td style="text-align: right;">3 SHC</td></tr> <tr><td></td><td>BUS</td><td>110</td><td>Introduction to Business</td><td style="text-align: right;">3 SHC</td></tr> </table> <p><b>Required Subject Areas:</b></p> <p><b>Basic Computer Skills (Select one):</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;"></td><td style="width: 10%;">CIS</td><td style="width: 10%;">110</td><td style="width: 65%;">Introduction to Computers</td><td style="width: 10%; text-align: right;">3 SHC</td></tr> <tr><td></td><td>CIS</td><td>111</td><td>Basic PC Literacy</td><td style="text-align: right;">2 SHC</td></tr> <tr><td></td><td>OST</td><td>137</td><td>Office Applications I</td><td style="text-align: right;">3 SHC</td></tr> </table> <p><b>*Statistics (Select one)</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 5%;"></td><td style="width: 10%;">BUS</td><td style="width: 10%;">228</td><td style="width: 65%;">Business Statistics</td><td style="width: 10%; text-align: right;">3 SHC</td></tr> <tr><td></td><td>MAT</td><td>152</td><td>Statistical Methods</td><td style="text-align: right;">4 SHC</td></tr> </table>	*	BAS	120	Intro to Analytics	3 SHC	*	BAS	121	Data Visualization	3 SHC	*	BAS	150	Intro to Analytical Program.	3 SHC	*	BAS	220	Appl. Analytical Program.	3 SHC		BAS	221	Intro to Predictive Analytics	3 SHC		BAS	240	Data Structures for Analytics	3 SHC		BAS	270	Adv Analytical Tools & Methods	3 SHC		BUS	110	Introduction to Business	3 SHC		CIS	110	Introduction to Computers	3 SHC		CIS	111	Basic PC Literacy	2 SHC		OST	137	Office Applications I	3 SHC		BUS	228	Business Statistics	3 SHC		MAT	152	Statistical Methods	4 SHC	<b>29-31 SHC</b>	<b>15 SHC</b>	
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<p><b>C. OTHER MAJOR HOURS</b> <i>To be selected from the following prefixes:</i></p> <p>ACC, AIB, BAF, BAS, BUS, CIS, CJC, CSC, CTI, CTS, DBA, ECM, ECO, ETR, GIS, HBI, HRM, INS, INT, ISC, ITN, LOG, MAT, MKT, OMT, OST, PAD, RLS, WBL, and WEB</p> <p><i>Up to two semester hour credits may be selected from ACA.</i></p> <p><i>Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS and SPA</i></p>																																																																				