

# Bachelor of Science in Business with a Business Analytics Certificate



Approx. program length:

**4**

Credits:

**120**

Cost per credit:

**\$398**

[Tuition Guarantee](#)

Format:

**Online**

## Bachelor of Science in Business with a Business Analytics Certificate

In our increasingly digital world, data is everything. Our Bachelor of Science in Business with a Certificate in Business Analytics equips you with the skills to help organizations use data for better decision-making. And classes are just 5 weeks long, so they won't get in the way of your busy life.

### You'll learn how to:

- Ask and answer critical business questions using data
- Apply data models to data sets for strategic decision-making
- Visualize information to support, recommend and/or present a business case
- Follow data ethics standards and data security policies to ensure appropriate business practices
- Recommend change management initiatives to help advance an organization's goals

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Projected job growth:

**26%**

According to [Bureau of Labor Statistics](#)

## What can you do with a Bachelor of Science in Business with a Certificate in Business Analytics?

This BSB can prepare you to be a:

- Business analytics director
- Operations research analyst
- Business analyst
- Analytical strategist

According to the [Bureau of Labor Statistics](#), job growth for operations research analysts is projected to be much faster than average between 2018 and 2028.

## Programmatic accreditation

University of Phoenix is accredited by the Higher Learning Commission (HLC), [hlcommission.org](http://hlcommission.org). Since 1978, University of Phoenix has been continually accredited by the Higher Learning Commission and its predecessor.

What does that mean in real life? The quality of the program is regularly benchmarked against specific criteria that prepare students for the business industry. Accreditation occurs on a 10-year cycle with regular quality reviews.

View the [completion and first-year persistence rates](#) for the University of Phoenix ACBSP-accredited business and accounting programs.

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Total credits required:

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**120**

## Requirements and prerequisites

You'll need 120 credits to complete this Bachelor of Science in Business with a Certificate in Business Analytics program. Your course schedule may vary based on transferable credits or credits earned through the University's Prior Learning Assessment.

## 13 Core courses

Here's where you'll pick up the bulk of your program-specific knowledge. By the time you finish these courses, you should have the confidence and skills needed in a business environment.

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- COM/295T: BUSINESS COMMUNICATIONS
- BIS/221T: INTRODUCTION TO COMPUTER APPLICATIONS AND SYSTEMS
- MGT/312T: ORGANIZATIONAL BEHAVIOR FOR MANAGERS
- LDR/320T: INCLUSIVE LEADERSHIP: DIVERSITY IN THE WORKPLACE
- ACC/290T: PRINCIPLES OF ACCOUNTING I
- ACC/291T: PRINCIPLES OF ACCOUNTING II
- MGT/316T: MANAGING WITH A GLOBAL MINDSET
- ETH/321T: ETHICAL AND LEGAL TOPICS IN BUSINESS
- ECO/365T: PRINCIPLES OF MICROECONOMICS
- ECO/372T: PRINCIPLES OF MACROECONOMICS
- QNT/375T: BUSINESS DATA ANALYTICS
- FIN/370T: FINANCE FOR BUSINESS
- MKT/421T: MARKETING
- BUS/475: INTEGRATED BUSINESS TOPICS
- PHL/320: CRITICAL THINKING AND DECISION MAKING IN BUSINESS
- RES/351: BUSINESS RESEARCH
- ETH/328: DATA ETHICS AND SECURITY
- IM/310: DATA ANALYTICS AND MODELING
- DSC/330: DATA COMMUNICATION AND VISUALIZATION FOR BUSINESS
- MGT/362T: CHANGE MANAGEMENT AND IMPLEMENTATION
- MKT/448: WEB ANALYTICS FOR DIGITAL MARKETING
- HRM/300T: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT
- CPMGT/300: PROJECT MANAGEMENT
- MGT/411: INNOVATIVE AND CREATIVE BUSINESS THINKING
- MGT/445: ORGANIZATIONAL NEGOTIATIONS
- MGT/498: STRATEGIC MANAGEMENT
- LDR/305T: FOUNDATIONS OF LEADERSHIP
- LDR/306T: ORGANIZATIONAL LEADERSHIP: BUILDING A PERFORMANCE CULTURE

## 15 General education courses

These courses lay the foundation for all our degree programs. Because communication, math and writing skills aren't just universally applicable in business – they're useful in daily life.

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- GEN/201: FOUNDATIONS FOR UNIVERSITY SUCCESS
- PSY/110: PSYCHOLOGY OF LEARNING
- ENG/100: CRITICAL READING AND COMPOSITION
- HUM/115: CRITICAL THINKING IN EVERYDAY LIFE
- FP/100T: EVERYDAY ECONOMICS AND FINANCES
- ENG/200: RHETORIC AND RESEARCH
- SOC/110: TEAMWORK, COLLABORATION, AND CONFLICT RESOLUTION
- SCI/220T: HUMAN NUTRITION
- HUM/186: MEDIA INFLUENCES ON AMERICAN CULTURE
- ENV/100T: PRINCIPLES OF ENVIRONMENTAL SCIENCE
- MTH/215T: QUANTITATIVE REASONING I
- MTH/216T: QUANTITATIVE REASONING II
- MTH/217: STATISTICS I
- MTH/218: STATISTICS II

## 6 Certificate courses

The business analytics courses you take in this portion of your program will enable you to earn another credential on top of your degree.

## Schedule

Both the on campus and online Bachelor of Science in Business with a Certificate in Business Analytics feature the same courses, and your academic counselor will help you schedule them. Please note that on campus students are required to physically attend class one day a week, typically from 6-10 p.m.

## What you'll learn

When you earn your Bachelor of Science in Business with a Certificate in Business Analytics, you'll be equipped with a concrete set of skills you can apply on the job.

### [Download learning outcomes](#)

Topics covered in this degree include:

- Finance
- Marketing
- Information systems
- Research methodologies
- Economics
- Business law
- Management
- Accounting

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