

# Bachelor of Science in Business with a Business Analytics Certificate



Approx. program length:

**47 months**

Credits:

**120**

Cost per credit:

**\$398**

[Tuition Guarantee](#)

Format:

**Online & campus**

## 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 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:

**8%**

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 management occupations is projected to be faster than average between 2021 and 2031.

BLS projections are not specific to University of Phoenix students or graduates.

## Programmatic Accreditation

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

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.

## 14 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/275T: Statistics for Decision Making
- QNT/375T: Business Data Analytics
- FIN/370T: Finance for Business
- MKT/421T: Marketing
- BUS/475: Integrated Business Topics
- PHL/320T: 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/449: Marketing Analytics
- HRM/300T: Fundamentals of Human Resource Management
- PM/300: Project Management Principles and Standards
- 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

## 12 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/110: English Composition I
- HUM/115: Critical Thinking in Everyday Life
- FP/100T: Everyday Economics and Finances
- ENG/210: English Composition II
- SOC/110: Teamwork, Collaboration, and Conflict Resolution
- SCI/163T: Elements of Health and Wellness
- HUM/186: Media Influences on American Culture
- ENV/100T: Principles of Environmental Science
- MTH/215T: Quantitative Reasoning I
- MTH/216T: Quantitative Reasoning II

## 9 Certificate courses

The leadership business analytics course you take in this portion of your program will enable you to earn a credential – a Business Analytics Certificate – in addition to your degree. Courses include BIS/221T, PHL/320T/ QNT/275T, RES/351, ETH/328, IM/310, DSC/330, MKT/441 and MGT/362T

## 5 Degree electives

Elective courses allow you to learn about topics you're interested in, whether they're related to your degree or not. That means you'll have a degree that's unique to you and your education goals.

## 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.

Topics covered in this degree include:

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