**NJCU** SCHOOL OF BUSINESS

*in partnership with*

**MERCER**
COUNTY COMMUNITY COLLEGE

## NJCU SCHOOL OF BUSINESS
# Bachelor of Science in Business Analytics
## Seamlessly Transfer Credits and Earn Your Degree Close to Home With Dual Admissions

A degree in Business Analytics and Data Science is designed to prepare students for careers in the field of data analytics. Students will develop cutting-edge analytical skills, including popular machine learning techniques such as Deep Learning, and use software tools that are currently popular in the industry. With a focus on finding real-world solutions to business problems, students graduate with the ability to gather, store, analyze, and interpret large amounts of data to facilitate data-driven business decision making.

### Demand For Data Scientists

The world is becoming increasingly data driven. As Andrew McAfee, a prominent MIT researcher on the impact of digital technologies on the world, said, "The world is a big data problem." Business decisions are ever more reliant on big data and analytics than even a decade back. Data is the new raw material for business. Data analytics professionals are in high demand in the industry, as evidenced by a recent study by IBM, which shows that by 2020 the number of data analytics jobs are projected to grow by 364,000 to 2,720,000.

### Why Choose NJCU For Your Degree?

- Ranked "Best Bang for Your Buck" Among Public Universities in the Northeast with easy transfer of credits

- Classes offered close to home, online, in-person and blended to fit your busy life

- Extensive and relevant degree options in high demand fields for existing job holders, business professionals and career changes alike

- Full-time NJCU business faculty teach, advise, and provide personalized support to students

- NJCU School of Business programs are accredited by ACBSP – a global standard of excellence in business education

- Access to specialized services for MCCC students and transfers including academic advising, special speakers and business focused career counselors to help you find an internship or co-op close to home in a field of your choice

NJCU School of Business proudly partners with Mercer County Community College to offer students the opportunity to earn bachelors and master's degrees in a wide range of programs previously unavailable to residents in central and southern New Jersey.

NJCU offers students a seamless path to earning a bachelor's degree through our Dual Admissions program! See your academic advisor to begin planning your path to transfer.

### Contact Information:

njcu.edu/mercer
mercer@njcu.edu
**201-200-3230**

# NJCU B.S. in Business Analytics and Data Science From MCCC A.S. in Business Administration

## PROGRAM STRUCTURE

The program will consist of 11 interdisciplinary courses known as the common core for all business disciplines (33 credits), seven specialization courses (21 credits), and up to two elective courses (6 credits). *The MCCC A.S. in Business Administration is designed for those students who desire to transfer to a baccalaureate program in business.*

| NJCU REQUIREMENT | | | MCCC | | CR. |
|---|---|---|---|---|---|
| *Gen Ed with A.A/A.S. Degree* | | | | | |
| MATH | 164 | Pre-calculus for Business or | MATH | 146 | 4 |
| ECON | 221 | Analytics for Business and Economics | | | |
| ECON | 207 | Macroeconomics | ECO | 111 | 3 |
| ECON | 208 | Microeconomics | ECO | 112 | 3 |
| ECON | 203 | Business Statistics | BUS | 205 | 3 |
| MGMT | 225 | Business Enterprise Applications | IST | 101 | 3 |
| MGMT | 241 | Global Business | BUS | 230 | 3 |
| ACCT | 251 | Financial Accounting | ACC | 111 | 3 |
| ACCT | 252 | Management Accounting | ACC | 112 | 3 |
| MGMT | 235 | Legal Environment for Business | BUS | 107 | 3 |
| MGMT | 211 | Principles of Management *or* | BUS | 210 | 3 |
| MKTG | 231 | Principles of Marketing | MKT | 101 | |

(select one - note that MCCC also offers  BUS 218, and BUS 244, but if selected, count as EC only for NJCU) *If both BUS 210 and MKT 101 are taken, both will be accepted toward the B.S. degree.*

| | | |
|---|---|---|
| Total transferred credits: | | 60 (includes all above) |
| Credits remaining to degree from NJCU: | | 60 (outlined below) |

| COURSES TO BE TAKEN AT NJCU TO COMPLETE THE B.S. | | | CR. |
|---|---|---|---|
| MGMT | 211 | Principles of Management *or* | 3 |
| MKTG | 231 | Principles of Marketing *or* | |
| FINC | 250 | Financial Literacy | |
| (select two - whichever is not taken above) | | | |
| MGMT | 251 | Operations & PMT Fundamentals | 3 |
| FINC | 371 | Managerial Finance | 3 |
| MGMT | 411 | Business Policy | 3 |
| FINC | 305 | Introduction to Data Science | 3 |
| FINC | 306 | Statistical and Math Foundations for Business Analytics and Data Science | 3 |
| FINC | 403 | Fundamentals of Data Visualization for Business | 3 |
| FINC | 405 | Programming Basics for Business | 3 |
| FINC | 410 | Intro to Forecasting Models and Experimental Design for Business | 3 |
| FINC | 415 | Basics of Data Collection, Data Warehousing and Data Cleansing | 3 |
| FINC | 430 | Principles of Machine Learning | 3 |
| FINC 495 Science | | Seminar/Capstone in Business Analytics and Data | 3 |

| | | |
|---|---|---|
| Total credits needed in major: | | 39 |
| Total additional free-elective credits needed for NJCU degree completion: | | 21 |

*Students are encouraged to use electives for a second major or minor. See academic advisors for details.

## Ready to Take the Next Step?

At NJCU, we offer many different ways for you to get the answers you need to move forward with your educational and professional goals. Connect with the NJCU School of Business and Admissions representatives at an upcoming event tailored just for you. We offer everything from informal online coffee chats, to virtual instant decision days, Zoom webinars, Instagram Live chats, guest speaker sessions, and more.

For more information on upcoming events, visit:
**njcu.edu/transfer-events**

ACBSP
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Programs

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## For More Information:

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