NJCU SCHOOL OF BUSINESS

in partnership with

OCEAN COUNTY COLLEGE

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Bachelor of Science in Business Analytics

Earn Your Business Degree Close to Home with NJCU's "3+1 Advantage"

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 OCC 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 Ocean County 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 2+2 and 3+1 options, as well as opportunities for accelerated master's degrees through our 3+1+1 option! See your academic advisor to begin planning your path to transfer.

Contact Information:

njcu.edu/ocean
ocean@njcu.edu
201-200-3230

NJCU Advantage 3+1 B.S. in Business Analytics From OCC 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) and nine specialization courses (27 credits). *The OCC A.S. in Business Administration is designed for those students who desire to transfer to a baccalaureate program in business.*

NJCU REQUIREMENT			OCC		CR.
Gen Ed with A.A/A.S. Degree					
			ENGL	151	3
			ENGL	152	3
			GHUM		3
			GSOC		3
			GHUM or GSOC		3
			GSCL		4
MATH	164	Pre-calculus for Business *or*	MATH	191	3
ECON	221	Analytics for Business and Economics			
ECON	207	Macroeconomics	ECON	151	3
ECON	208	Microeconomics	ECON	152	3
ECON	203	Business Statistics	MATH	156	3
MGMT	211	Principles of Management	BUSN	271	3
MKTG	231	Principles of Marketing	BUSN	134	3
MGMT	225	Business Enterprise Applications	CSIT	123	3
ACCT	251	Financial Accounting	ACCT	161	3
ACCT	252	Management Accounting	ACCT	162	3
MGMT	235	Legal Environment for Business	BUSN	251	3
MGMT	241	Global Business	BUSN	291	3
MGMT	251	Operations & PMT Fundamentals	BUSN	249	3
FINC	371	Managerial Finance	BUSN	275	3
FINC	305	Introduction to Data Science	CSIT	213	3
FINC	306	Statistical and Mathematical Foundations for Business Analytics and Data Science	CSIT	275	3
FINC	405	Programming Basics for Business Analytics and Data Science	CSIT	165	4
Elective			STSC	150	2
Additional Electives					20
Total transferred credits:			**90 (includes all above)**		
Credits remaining to degree from NJCU:			**30 (outlined below)**		

COURSES TO BE TAKEN AT NJCU TO COMPLETE THE B.S.

			CR.
MGMT	411	Business Policy	3
FINC	250	Financial Literacy	3
FINC	403	Fundamentals of Data Visualization for Business Analytics and Data Science	3
FINC	410	Introduction to Forecasting Models and Experimental Design for Business Analytics and Data Science	3
FINC	415	Basics of Data Collection, Data Warehousing and Data Cleansing	3
FINC	430	Principles of Machine Learning	3
FINC	495	Business Analytics Capstone	3
Total credits needed in major:			**21**
Total additional free-elective credits needed for NJCU degree completion:			**9**

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

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ACCREDITATION

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