



in partnership with



NJCU SCHOOL OF BUSINESS

# 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:

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 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.
<i>Gen Ed with A.A/A.S. Degree</i>				
			ENGL 151	3
			ENGL 152	3
			GHUM	3
			GSOC	3
			GHUM or GSOC	3
			GSCL	4
MATH 164	Pre-calculus for Business	<b>or</b>	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
<b>Total transferred credits:</b>			<b>90 (includes all above)</b>	
<b>Credits remaining to degree from NJCU:</b>			<b>30 (outlined below)</b>	

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
<b>Total credits needed in major:</b>			<b>21</b>
<b>Total additional free-elective credits needed for NJCU degree completion:</b>			<b>9</b>

## 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/business-events](https://njcu.edu/business-events)



ACBSP Accredited Programs



## For More Information:

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