



NJCU SCHOOL OF BUSINESS
**B.S. Business Analytics
 and Data Science**

B.S. BUSINESS ANALYTICS AND DATA SCIENCE

The NJCU School of Business at New Jersey City University has launched a new Bachelor of Science degree program in **Business Analytics and Data Science** designed to prepare students for careers in the field of data analytics. The Bachelor of Science in Business Analytics and Data Science program will prepare students with the skills needed 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. Thus, there is a huge demand for professionals with analytics skills who can extract value from data and help in the data driven decision making process. Business Analytics (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.

FOR MORE INFORMATION:

J.D JAYARAMAN, PH.D
 Associate Professor
 Department of Finance
 jjayaraman@njcu.edu
 201-200-3353

www.njcu.edu

<p>THE DATA SCIENCE / ANALYTICS LANDSCAPE</p>	<p>2,350,000 DSA job listings in 2015</p> <hr/> <p>By 2020, DSA job openings are projected to grow</p> <p>15%</p> <hr/> <p>364,000 Additional job listings projected in 2020</p>	<p>Demand for both Data Scientists and Data Engineers is projected to grow</p> <p>39%</p> <hr/> <p>DSA jobs remain open</p> <p>5 days longer than average</p>	<p>DSA jobs advertise average salaries of</p> <p>\$80,265</p> <p>With a premium over all BA+ jobs of</p> <p>\$8,736</p> <hr/> <p>81% Of DSA jobs require workers with 3-5 years of experience or more</p>
---	---	--	---



PROGRAM DESCRIPTION

The program is designed to provide students with real world experiences in data driven decision making. Students will learn cutting edge analytical skills, including popular machine learning techniques such as Deep Learning, and use software tools that are currently popular in the industry. Graduates of the program will be thoroughly prepared to hit the ground running when they enter the workforce.



CURRICULUM (COMMON CORE REQUIREMENT 33 CREDITS)

MGMT 225	Business Enterprise Applications	3
MGMT 251	Operations and Project Management Fundamentals	3
MGMT 203	Business Statistics	3
MGMT 211	Principles of Management	3
MKTG 231	Principles of Marketing	3
MGMT 241	Global Business	3
ACCT 251	Financial Accounting	3
ACCT 252	Management Accounting	3
ACCT 281	Business Law I	3
FINC 371	Managerial Finance	3
MGMT 411	Business Policy	3
Total		33

ELECTIVES (18 CREDITS)

Student may take approved electives in general business or across disciplines including but not limited to courses from Economics, Finance, Accounting, Marketing, Computer Science, Political Science, GeoScience.

SPECIALIZATION REQUIREMENT (24 CREDITS)

- Introduction to Business Analytics and Data Science
- Statistical and Mathematical Foundations for Business Analytics and Data Science
- Programming basics for Business Analytics and Data Science
- Basics of Data Collection, Data Warehousing and Data Cleansing
- Introduction to Forecasting Models and Experimental Design for Business Analytics and Data Science
- Fundamentals of Data Visualization for Business Analytics and Data Science
- Principles of Machine learning
- Seminar/Capstone in Business Analytics and Data Science