



Berkeley College®

2025 - 2026 Undergraduate Catalog

Effective September 1, 2025 to August 31, 2026

Business Analytics Bachelor of Business Administration Degree (BBA)

Not all programs are offered for completion at each campus or through Berkeley College Online®. Please review the academic program pages (<https://berkeleycollege.edu/academics/index.html>) for information on where each program is offered. Additionally, all students may be required to take some courses at another campus or online. The Internship courses are only offered online.

Course Requirements

MAJOR CORE COURSES

BDS1100 Storytelling with Data

3 Credits

Students are introduced to building and presenting compelling narratives and stories with data for multiple audiences through case studies, examples, and data visualization tool kits. The life cycle of a data science project is presented. Various strategies and techniques for building visual analytics and stories are utilized for the purposes of enhanced social impact and decision-making.

BUS2210 Business Intelligence and Analytics

3 Credits

The fast-growing field of business intelligence and analytics is introduced. Quantitative methods, analytical software, and data analysis are integrated to facilitate analysis and

comprehension of contemporary business issues and problems. An emphasis is placed on critical thinking and quantitative reasoning skills.

BDS 2240 Programming for Computer Science and Data Science

3 Credits

Students are provided with the skills to use Python programming for computer science and data science projects. Fundamental programming skills are emphasized. Python is utilized to manipulate data in data science practice and applications.

ITM2260 IT Project Management

3 Credits

The IT project management lifecycle, from inception to post-implementation review, is introduced. Topics include the basic concepts of IT project management, and the initiating, planning, controlling, executing, and closing of projects.

ITM3310 Principles of Database Management

3 Credits

Explores database terminology and concepts, logical system organization, data models, entity concepts, and data manipulation through SQL. Students are introduced to concepts of database security, networking, and database access.

ITM3313 Cloud Computing

3 Credits

Introduces the underlying concepts of cloud models, virtualization, infrastructure, security, resource management, and business continuity. Emphasizes terminology and technologies in cloud environments and provides a general overview of the field of cloud computing in business and technology.

MGT3332 Operations Management

3 Credits

Explores production and operations management systems from the perspective of their ability to enhance value within organizations. Topics include the issue of performance and productivity, cost, competitive metrics, quality, and customer expectations.

MGT3345 Managing with Information Systems

3 Credits

Explores and discusses the nature of information systems and how managers can access and utilize company information systems. Students will learn the principles behind information and decision support systems and will examine individual, group, and executive decision support systems.

BDS3360 SQL and Managing Data

3 Credits

Students develop proficiency in database design and acquire knowledge of SQL programming. NoSQL database systems optimized for big data analytics are covered. The focus is on demonstrating how relational databases, coupled with efficient programming, can help effectively manage data and deliver reliable results.

IBS4420 Global Fintech: AI, Blockchain, and Financial Modeling

3 Credits

This course introduces students to the key concepts, applications, and implications of innovations in financial technology (FinTech) such as artificial intelligence, blockchain, and financial modeling in the context of global business and finance. Students will explore how technological advances in data and analytics are enabling financial sector innovations. A special emphasis is placed blockchain, financial modeling, and algorithmic trading and investment strategies.

BUS4420 Data Mining for Business

3 Credits

This course provides an overview of the fundamental principles and techniques of data mining for business analytics. Case studies will be utilized to place data mining techniques into context and to develop data-analytic thinking. Emphasis will be placed on real-world applications to illustrate that proper allocation of data mining is an art as well as a science. Analytics/data mining software will be utilized.

BUS4451 Business Policy and Strategy

3 Credits

Provides an overview of the most recent theories and the current practice in strategic management. Examines the development and implementation of strategies in various areas of business activity (finance, sourcing, production, human resource management, marketing, and international business).

BUSINESS CORE COURSES

ACC1111 Financial Accounting I

3 Credits

Introduces the basic structure of accounting terminology and procedures of a business organization. Students learn about recording and reporting functions, adjusting entries and closing entries, the preparation of financial statements, accounting for merchandising operations, valuation of inventories, purpose and significant features of internal controls, and preparation of bank reconciliation.

BUS2231 Business Law I

3 Credits

Provides students with detailed knowledge of the laws relating to contracts, commerce, property, sales, negotiable instruments, and employment. Students develop an awareness of business situations requiring legal counsel and a familiarization with the overall structure of the legal system.

CIS1115 Computer Applications

3 Credits

Provides an introduction to computer technology with an emphasis on applications. Students learn to use software, such as Microsoft Windows, Word, PowerPoint, and Excel.

CIS2201 Advanced Spreadsheets

3 Credits

Provides students with experience using spreadsheet applications, such as Microsoft Excel. Topics include building complex worksheets; importing and exporting data; using mathematical, financial, and statistical functions; developing macros; consolidating spreadsheets; creating templates; and utilizing “what if” analyses.

Prerequisite: CIS1115

ECO2200 Principles of Economics

3 Credits

Introduces students to the core concepts and principles of microeconomics. Emphasis is on real-world applications from a personal, business, and governmental perspective. Topics include tradeoffs and opportunity costs, gains from specialization and trade, supply and demand, and the efficiency of markets.

ECO2201 Applied Macroeconomics

3 Credits

Introduces students to the core concepts and principles of macroeconomics. Topics include the key measures of macroeconomic performance such as national income, inflation, and unemployment. Emphasis is on the links to the financial and monetary systems including an analysis of short-run economic fluctuations and the role of fiscal and monetary policy in influencing aggregate demand.

Prerequisites: ECO2200

FIN3302 Corporate Finance

3 Credits

Provides an overview of the fundamental principles relating to the study of finance, including theories and practices in financial management. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and financing.

Prerequisites: ACC1111, MAT2215, and MAT2218

IBS2201 International Business

3 Credits

Explores the diverse environment, management concerns, financial issues, and marketing questions faced by international business organizations. Students gain a heightened global awareness as they seek the knowledge and skills needed to function competitively in an increasingly interdependent world.

ITM2210 Introduction to Database Management

3 Credits

Provides an overview of the skills and knowledge necessary for the development and management of relational database systems. Topics include database creation, modeling structures, physical and logical components, accessing techniques, and Structured Query Language (SQL). Concepts are explored through the use of MS Access.

MGT2220 Principles of Management

3 Credits

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

MKT2220 Principles of Marketing

3 Credits

Provides an introduction to fundamental principles and practices in the marketing process, including a detailed study of each marketing mix tool (product, price, place, promotion), along with an introduction to marketing research, target marketing, SWOT construction and analysis, strategic marketing planning, and consumer behavior. This is the gateway course to the Marketing Communications Program.

LIBERAL ARTS AND SCIENCE CORE COURSES*

ENG1105 Writing and Research

3 Credits

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

ENG2205 Writing Through Literature

3 Credits

Further develops the writing, reading, and interpretive abilities introduced in ENG1105 through critical engagement with literary texts from a myriad of genres.

Prerequisite: ENG1105

ENG2215 Public Speaking

3 Credits

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite or Corequisite: ENG2205

ENG2265 Business Communication

3 Credits

Explores practical communication strategies and techniques needed for success in a continuously evolving work environment.

Prerequisite: ENG2205

ENG3316 The Confident Writer

3 Credits

Explores a wide variety of non-fiction writing genres, including personal profile, journalism, criticism, and more. Students build their reading, writing, and researching skills while also reinforcing the fundamental concepts and current developments associated with the areas of their respective majors.

Prerequisite: ENG2205

HUM2225 Introduction to Ethics

3 Credits

Introduces the study of ethics and moral philosophy, including its historical development, the major figures within that history, and ethical and moral issues that

face us today. This course presents the ideas of great thinkers throughout history and encourages students' own thinking on various ethical and moral issues.

MAT2212 Quantitative Methods

3 Credits

Introduces students to the personal use of mathematics and the applications for various business disciplines. This course will explore the business applications of linear functions, quadratic functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.

Prerequisite: CSK85 or placement-based score

MAT2215 Statistics I

3 Credits

Introduces statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

MAT2218 Probability, Statistics, and Applied Regression

Introduces a collection of quantitative methods used to analyze data and inform management decisions. The topics that will be covered include describing and summarizing data, sampling and estimation, hypothesis testing, single variable linear regression, and multivariable regression. This course focuses on honing the understanding of key course concepts, managerial judgment, and ability to apply these concepts to real business problems.

Prerequisite: Placement-based score

SOC1123 First Year Experience

3 Credits

Explores the challenges students most frequently face in pursuing and achieving a college degree. Students will identify their own perceived challenges, share critical insights to meeting them, and implement their own plan of action to address and overcome such challenges.

SOC2231 Human Relations

3 Credits

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with a focus on the challenges of workplace relationships involving coworkers, supervisors, and customers/clients. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

Business Electives - 12 Credits*

Free Electives - 3 or 6 Credits

Students opting to take a 15-credit concentration option will utilize 12 business electives credits plus 3 credits of free electives.

120 SEMESTER CREDIT HOURS REQUIRED FOR GRADUATION

*Any courses in the Larry L. Luing School of Business®.