BUSINESS ANALYTICS (BAPG)

Use big data to make the best business decisions

You'll learn to pull meaningful insights from large, complex data sets that businesses need to make informed decisions, predict trends, and better understand their customers. Build on your creative problem-solving abilities with this program that combines computer science and technology courses with databases, research methods, marketing, and communications studies.

As a data storyteller, you'll learn to simplify complex data, ensuring that decision-makers can grasp the insights without getting lost in technical details. Your ability to present data in a clear and concise manner will add tremendous value to the decision-making process.

Program highlights

- Online (HyFlex) delivery lets you study full-time or part-time with the option to attend classes on campus, online, or a combination of both
- 7-week capstone project or placement in the final semester to make you connected with industry partners
- Co-curricular activities, field trips, and guest speakers offer networking opportunities
- Build skills in a wide array of tools including advanced ArcGIS, Power BI, Tableau and Python programming, R statistics, SQL database, and Microsoft Office and Excel

Program of study for 2024-25 Academic Year

Semester 1		**Credits**
ANA 1000	Foundations of Data Analytics	3
ANA 1001	Programming for Analytics	4
ANA 1003	Data Collection and Ethics	3
DBA 1000	Structured Data Management	4
EXL 1002	Dashboards and Data Analysis	3
QMM 1001	Statistics for Data Analytics	4
	Credits	**21**
Semester 2		
ANA 1005	Enterprise Analytics	3
ANA 1006	Dashboards and Data Modelling	3
BTA 1013	Communicating with Data	3
BTA 1016	Connected Data	3
GIS 1025	GIS Mapping	2
MKT 1005	Marketing and Social Media Analytics	3
QMM 1002	Stats and Data Visualization	4
	Credits	**21**
Semester 3		
ANA 1011 or ANA 1010	Placement or Analytics Capstone	6
	Credits	**6**
	Total Credits	**48**

Note:

Part-time students will be provided with a pathway to complete this program on a part-time basis.

Admission requirements

Applicants must be graduates of a diploma, advanced diploma, or degree program from an Ontario College or equivalent.

OR

Applicant must possess five years of work experience in a related field (or combination of education and work experience) as judged by the College to be equivalent. Applicants must submit a resume detailing their related experience and a cover letter outlining their competencies and preparedness for the program (any and all postsecondary transcripts must still be submitted).

Additional admissions requirement

Recommendations

- Proficiency in Microsoft Excel
- Any grade 12 mathematics (C) or (U) (MCT4C is highly recommended)
  - Students who do not possess the foundational math will need to take the bridging course(s) prior to registration. Please contact the program coordinator to discuss upgrading options.

Program Delivery

2023-2024
Spring term start

SEMESTER 1: Spring 2024
SEMESTER 2: Fall 2024
SEMESTER 3: Winter 2025

2024-2025
Fall term start

SEMESTER 1: Fall 2024
SEMESTER 2: Winter 2025
SEMESTER 3: Spring 2025

Winter term start

SEMESTER 1: Winter 2025
SEMESTER 2: Spring 2025
SEMESTER 3: Fall 2025

Spring term start

SEMESTER 1: Spring 2025
SEMESTER 2: Fall 2025
SEMESTER 3: Winter 2026

Please note that courses may vary in the order they are offered depending on when you start the program. The sequence listed is based on a September 2024 intake. For more information about this sequence, please email the program coordinator.

Specific program pathways

College or university degree opportunities

If you are a graduate from this program, you may continue your studies at a college or university and you may receive credit(s) for your prior college education. Refer to Cambrian's college and university agreement (https://cambriancollege.ca/supports-services/articulation-agreements/) details for further information.

Employment opportunities

Business analysts and data analytics professionals may work independently or with various teams, collecting and mining data from primary and secondary sources, analyzing and interpreting results, pinpointing and predicting trends, providing concise reports, and designing, creating and maintaining databases. Graduates may work as data analysts, database administrators, project managers, software developers, implementation coordinators, data scientists, business intelligence consultants, decision support specialists, and consultants in the industry.

They work for a wide range of industries, including technology, business, government, applied research, human resources, healthcare, and sales and marketing.

Graduates are prepared for employment opportunities as:

- Data Analyst
- Financial Analyst
- Business Analyst
- Data Miner
- Customer Insights Analyst

Contacts

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INTERNATIONAL ADMISSIONS

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