Bachelor of Science (BS) in Business with a minor in Business Intelligence
Bachelor of Science (BS) in
Business
with a minor in

Business Intelligence

The Business Intelligence minor is designed to provide learners with knowledge, skills, and abilities necessary to collect and interpret business data in a field of advancing information technology. The curriculum addresses evaluation, synthesis, and application of business intelligence in business environments and enables learners to successfully conduct analysis in a data-intensive environment. Learners obtain understanding of data collection and its use in making operational, tactical, and strategic business decisions. Learners acquire quantitative and technical skills, and gain understanding in assessing and resolving real-life organizational problems. Topics include methodology, technology, practice, and management. Upon successful completion of this minor, learners are prepared to pursue careers as business analysts, data analysts, financial analysts, marketing analysts, risk analysts, security analysts, and consultants; or to pursue graduate coursework in business, business intelligence, and information technology.
## Career Information

### RELATED EMPLOYMENT SETTINGS TO EXPLORE

- Corporation
- Nonprofit organization
- Public, private, or for-profit educational institution
- Information technology consulting firm
- Financial services organization
- Retail organization
- Small business
- Manufacturing company
- Advertising or marketing agency
- Market research firm
- Government—local, state, and federal
- Health care organization
- Web development company
- Telecommunications organization
- Software development company

### RELATED JOB TITLES TO EXPLORE*

- Business intelligence analyst
- Data specialist
- Data analyst
- Business intelligence developer
- Business analyst
- Report writer
- Project manager
- Web data analyst
- Quality assurance specialist
- Quality assurance analyst
- Management analyst
- Operations research analyst
- Market research analyst
- Systems analyst
- Data technician
- Business analytic developer
- Quantitative analyst
- Data performance analyst
- Risk analyst

### MINOR OUTCOMES

- Create organizational value
- Participate collaboratively and respectfully
- Communicate effectively
- Plan strategically
- Employ high-performance business management techniques
- Solve problems within professional standards
- Use appropriate financial models and principles

*These are examples intended to serve as a general guide. Because many factors determine what position an individual may attain, Capella cannot guarantee that a graduate will secure any specific job title.

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Capella’s Career Center proactively assists learners and alumni in developing and implementing their unique career management goals. The Career Center staff is committed to helping you move forward in your career.
Curriculum

• 45 general education quarter credits
• 42 core course quarter credits
• 24 minor course quarter credits
• 63 elective course quarter credits
• 6 capstone course quarter credits
• Total program credits: 180 quarter credits

GENERAL EDUCATION REQUIREMENTS
Choose 45 quarter credits with a minimum of 6 quarter credits from each of the following categories: communication, humanities, natural science and mathematics, and social science. Required courses:

MAT2001 Statistical Reasoning.................................................. 6 quarter credits OR
MAT2002 Statistical Reasoning.................................................. 6 quarter credits

ADDITIONAL PROGRAM REQUIREMENTS
BUS1003 Developing Business Thinking†............................... 6 quarter credits

CORE COURSES
BUS3003 Developing a Business Perspective‡.......................... 6 quarter credits OR
BUS3007 Developing a Business Perspective§......................... 6 quarter credits
BUS3011 Fundamentals of Management .................................. 3 quarter credits
BUS3012 Fundamentals of Leadership .................................... 3 quarter credits
BUS3021 Fundamentals of Business Law ................................ 3 quarter credits
BUS3022 Fundamentals of Supply Chain Management ............. 3 quarter credits
BUS3030 Fundamentals of Marketing and Sales ...................... 6 quarter credits
BUS3040 Fundamentals of Human Resource Management ........ 6 quarter credits
BUS3050 Fundamentals of Organizational Communication ........ 6 quarter credits
BUS3061 Fundamentals of Accounting ..................................... 3 quarter credits
BUS3062 Fundamentals of Finance .......................................... 3 quarter credits

MINOR COURSES
IT4200 Data Governance and Stewardship.............................. 3 quarter credits
BUS4200 Identifying Core Business Processes and Master Data .... 3 quarter credits
BUS4210 Data Identification and Collection Strategies ............... 3 quarter credits
BUS4220 Data Mining and Analysis in Business ....................... 3 quarter credits
BUS4230 Data Modeling Strategies and Tools in Business ........... 3 quarter credits
BUS4240* Data Interpretation and Statistical Analysis in Business 3 quarter credits
BUS4250* Advanced Data Interpretation and Statistical Analysis in Business 3 quarter credits
IT4350 Information Solutions and Delivery Strategies ............... 3 quarter credits

ELECTIVE COURSES
Choose 63 quarter credits of additional undergraduate courses.1

CAPSTONE COURSE
Taken during the learner’s final quarter:
BUS4993 Business Capstone Project ...................................... 6 quarter credits

† Denotes courses that have prerequisite(s). Refer to the course descriptions for further details.
‡ Learners who are determined to need additional support developing academic and professional writing and reading skills based on academic assessment must take BUS1003 during their first quarter.
§ Learners who are not required to take BUS1003 are placed in BUS3007.

The courses in this program may require live web conferencing activities and/or learner audio/video recordings. Learners who require assistive technology or alternative communication methods to participate in these activities should contact Disability Services to request accommodations.
Required General Education Course Descriptions

MAT2001  Statistical Reasoning  6 QUARTER CREDITS
This course introduces fundamental concepts of elementary statistics, including descriptive statistics, methods of counting, probability distributions, approximations, estimation, and hypothesis testing. Learners use these concepts to apply and interpret statistical results. Learners may earn credit for either MAT2001 or MAT2002, but not both.

MAT2002  Statistical Reasoning  6 QUARTER CREDITS
This course introduces fundamental concepts of elementary statistics, including descriptive statistics, methods of counting, probability distributions, approximations, estimation, and hypothesis testing. Learners use these concepts to apply and interpret statistical results. Learners may earn credit for either MAT2001 or MAT2002, but not both. Cannot be fulfilled by transfer or prior learning assessment.

Additional Program Requirement Course Description

BUS1003  Developing Business Thinking  6 QUARTER CREDITS
Learners in this course begin to build and strengthen the knowledge, skills, and abilities needed to succeed in a bachelor of science degree program and the workplace. Learners develop and demonstrate business thinking and, in particular, evaluate case studies to acquire and broaden their knowledge of the creation of an organization. In addition, learners expand organizational, information literacy, critical-thinking, and problem-solving skills and apply an understanding of ethics, team behaviors, and effective business writing. For BS in Business learners only. Learners who are determined to need additional support developing academic and professional writing and reading skills based on academic assessment must take BUS1003 during their first quarter. Cannot be fulfilled by transfer or petition.

Core Course Descriptions

BUS3003  Developing a Business Perspective  6 QUARTER CREDITS
In this course, learners build and strengthen the knowledge, skills, and abilities needed to succeed in their program and the workplace. Learners engage in interactive activities that help them develop and demonstrate a business perspective and expand their organizational, research, critical-thinking, and problem-solving skills. Other topics include ethics, team relationships, project creation, and writing effectively for business. For BS in Business learners only. Learners may only earn credit for BUS3003 or BUS3006 or BUS3007 or BUS3008. Prerequisite(s): BUS1003. Cannot be fulfilled by transfer or prior learning assessment.

BUS3007  Developing a Business Perspective  6 QUARTER CREDITS
In this course, learners build and strengthen the knowledge, skills, and abilities needed to succeed in their program and the workplace. Learners engage in interactive activities that help them develop and demonstrate a business perspective and expand their organizational, research, critical-thinking, and problem-solving skills. Other topics include ethics, team relationships, project creation, and writing effectively for business. For BS in Business learners only. Learners may only earn credit for BUS3003 or BUS3006 or BUS3007 or BUS3008. Must be taken during the learner's first quarter. Cannot be fulfilled by transfer or prior learning assessment.

BUS3011  Fundamentals of Management  3 QUARTER CREDITS
In this course, learners acquire and demonstrate fundamental principles of management and their relevance to organizations. Learners analyze how planning, organizing, controlling, and leading influence managerial roles. Learners also integrate current management practices and future trends and determine ways to apply management skills to all businesses and professions. Learners who have received credit for BUS3010 may not take BUS3011.
BUS3012  Fundamentals of Leadership  
This course is an introduction to principles and theories of leadership behavior and their application in business and community settings. Learners develop and demonstrate awareness of the characteristics, styles, and practices necessary for effective leadership. **Learners who have received credit for BUS3010 may not take BUS3012.**

BUS3021  Fundamentals of Business Law  
In this course, learners explore and articulate the influences on businesses of statutory, contract, and legal entity law. Learners evaluate the historical underpinnings and origins of the court system’s ability to adjudicate commercial disputes. Learners also develop and demonstrate their legal vocabulary, an understanding of core legal concepts, and basic legal research skills.

BUS3022  Fundamentals of Supply Chain Management  
This course is an introduction to modern concepts and practices of efficient supply chain management. Learners build their knowledge of and demonstrate the relevance of supply chain design in support of organizational strategy and explore ways to manage an effective supply chain. Through the use of case studies, learners also analyze existing supply chain systems and recommend improvements.

BUS3030  Fundamentals of Marketing and Sales  
In this course, learners focus on the fundamentals of marketing and sales, including market research and planning, product differentiation and positioning, marketing communications, differences between consumer and business markets, and relational marketing and sales strategy. Learners demonstrate course competencies by preparing and presenting a marketing and sales plan and a corresponding marketing and sales strategy for a simple product offering.

BUS3040  Fundamentals of Human Resource Management  
This course is a survey of the human resources management (HRM) field and its function and role in the organization. Learners develop their knowledge of fundamental HRM principles and demonstrate competencies in areas such as compensation and benefits, legal requirements, and training and development.

BUS3050  Fundamentals of Organizational Communication  
This course helps learners develop and demonstrate competence in their understanding and application of the fundamentals of organizational communication; the interrelationship of organizational communication, symbols, culture, and performance; effective communication practices in relationships internal and external to the enterprise; and ways these factors contribute to successful organizational performance. Learners also analyze ways organizational communication factors are interrelated and function in an enterprise.

BUS3061  Fundamentals of Accounting  
This course is an introduction to the accounting function in modern business organizations. Learners define accounting terminology and explore its application to accounting principles. Learners also apply accounting cycle strategies to business financial events and prepare financial statements from accounting system data. **Learners who have received credit for BUS3060 may not take BUS3061.**

BUS3062  Fundamentals of Finance  
In this course, learners gain and apply finance basics including the time value of money concepts, stock and bond valuation techniques, and capital budgeting processes. Learners also demonstrate ways the relationship of domestic and global financial environments affect financial markets. **Learners who have received credit for BUS3060 may not take BUS3062.**
Minor Course Descriptions

BUS4200  Identifying Core Business Processes and Master Data  3 QUARTER CREDITS
Learners in this course cover the role and importance of core business processes and corresponding databases used to create master data, which supports the development of effective data-related procedures for a decision support system. This course also explores tools and strategies for mapping core business processes and master data, and presents how data integrity, structure, and quality impact the ability to apply master data within a particular context. Finally, this course considers data manipulation using external and internal data in various formats. **Prerequisite(s): BS in Information Technology Data Management learners must have completed IT2230.**

BUS4210  Data Identification and Collection Strategies  3 QUARTER CREDITS
This course presents material specific to the activities of identifying and collecting data that is required to accomplish business intelligence and data analytics projects. Learners examine factors used to identify and collect accurate data within the right context and for the right audience and purposes. Topics include strategies for minimizing errors and biases and managing limitations in data collection. Learners apply these factors in order to identify and collect data for business intelligence and data analytics projects.

BUS4220  Data Mining and Analysis in Business  3 QUARTER CREDITS
Learners in this course use a specific data mining project to demonstrate how data management processes and workflows impact the work of data analytics. Learners identify, select, evaluate, and prepare data appropriate for the project. In addition, learners gain and apply knowledge of Excel spreadsheets, pivot tables, and optional SAS software to analyze data and complete an accurate and effective data mining project. **Prerequisite(s): Completion of or concurrent registration in BUS4230.**

BUS4230  Data Modeling Strategies and Tools in Business  3 QUARTER CREDITS
In this course, learners explore the role data structures, standards, and rules play in the creation of data models that are used to support data analytics. Learners use data modeling tools to determine the factors that make a particular tool most appropriate to employ in order to solve particular problems using data analytics. Topics include tool selection factors such as impact of the size of datasets and the degree of complexity of the problem being analyzed.

BUS4240  Data Interpretation and Statistical Analysis in Business  3 QUARTER CREDITS
Learners in this course use a business intelligence and data analytics project to strengthen their understanding of the role statistical analysis and quantitative methods play in solving business problems. Learners gain knowledge of statistical software and apply advanced quantitative concepts to the problem to complete the project. **Prerequisite(s): BUS4220.**

BUS4250  Advanced Data Interpretation and Statistical Analysis in Business  3 QUARTER CREDITS
This course is designed to demonstrate the process and workflow of business intelligence and data analytics from data identification and collection through data analysis and interpretation. Learners use statistical software and apply advanced quantitative methods to solve business problems. **Prerequisite(s): BUS4240.**

IT4200  Data Governance and Stewardship  3 QUARTER CREDITS
This course covers legal and ethical issues pertaining to information security and privacy. Learners demonstrate an understanding of core organizational processes and workflows and how these factors impact core data processes. **Prerequisite(s): BS in Information Technology learners must have completed IT2230.**
IT4350  Information Solutions and Delivery Strategies  
Learners in this course examine the final phase of an effective data analytics project when the results of the project are shared with the appropriate audience, using the best timing and approach. Learners explore the various options and technologies available as tools to share data with a variety of types of audiences. Topics include factors that influence how to effectively present data using particular tools in a data analytics project. **Prerequisite(s): BS in Information Technology learners must have completed IT2230.**

**Capstone Course Description**

BUS4993  Business Capstone Project  
The capstone project is the culmination of the BS in Business degree program. Learners demonstrate their technical and applied business knowledge and competencies along with critical-thinking and communication skills. Learners also formulate ideas for a new business product or service, create a vision, and develop a strategic plan that describes how to implement their concept. **For BS in Business learners only. Must be taken during the learner’s final quarter. Cannot be fulfilled by transfer or petition.**
Financial Aid

Capella University offers assistance to learners who qualify and would like to secure educational funding to help finance their academic program. A number of options are available, given the diverse needs and backgrounds of prospective learners. Options include:

- Federal Direct Stafford Loan Program
- Federal Direct PLUS Loan Program
- Non-federal loans through preferred lenders and financial institutions
- Capella scholarships
- External scholarships
- Veterans’ educational benefits and U.S. armed forces discounts
- Corporate and higher education alliances
- Employer tuition reimbursement

Regarding loan programs, interest rates for Stafford student loans are low compared to other types of consumer loans, and repayment can be deferred until after graduation. In compliance with federal and state laws, Capella University has established policies for all learners regarding satisfactory academic progress, which is necessary for financial aid eligibility.
Academic Leadership

Rhonda Capron, EdD
Dean
Dr. Rhonda Capron is an accomplished leader with remarkable business acumen, extensive academic experience and professional relevance within the confluence of today’s transformative marketplace. She brings a unique blend of background and experience to Capella as a seasoned executive and higher education leader with more than 15 years of experience successfully leading strategic initiatives and operations within high-tech businesses. She also has 10 years in higher education, including extensive, hands-on experience teaching; faculty and staff leadership; academic programming; curriculum development; and strategic planning. Dr. Capron joined Capella in 2016. She was previously the academic dean of the School of Business at University of Phoenix. Prior to that position, she held a number of academic leadership roles at William Jessup University in Rocklin, California. In addition she has an extensive background in both the business sector and the military. Rhonda was vice president of support services and software as a service at Oracle Corporation, and she served as the deputy director for operations within the Departments of Army and Energy.

Cheryl Bann, PhD
Associate Dean
Dr. Cheryl Bann is the associate dean of business in Capella’s School of Business and Technology. She has worked with Capella since 2002, initially as adjunct faculty and then, beginning in 2004, as core faculty. Prior to joining Capella, Dr. Bann spent more than 30 years working in the corporate sector (at General Mills and Dain Bosworth), in government (at the Minnesota Trade Office), and in a private consulting practice. In addition, she possesses extensive international experience as a consultant on more than 45 USAID projects in 15 countries, as well as teaching experience at the bachelor’s, master’s, and doctoral levels. Dr. Bann’s educational background includes a BA in Physiology and a BS in Business from the University of Minnesota–Twin Cities, an MBA from the University of St. Thomas, and both an MS in Instructional Design for Online Learning and a PhD in Organization and Management with a specialization in Leadership from Capella University. In 2006, Dr. Bann was a recipient of Capella’s Harold Abel Distinguished Faculty award.

Shailendra (Shaily) Verma, PhD
Faculty Chair
Shaily Verma is the Accounting faculty chair in Capella’s School of Undergraduate Studies. Before joining Capella, Dr. Verma worked as an associate professor and chair of the Finance Department at Northern Kentucky University, and as a senior finance faculty member of Cardean University, where he developed and taught finance courses at the MBA and undergraduate levels. He has also taught finance and economics courses at Columbia College, DeVry University, Ellis College, and Robert Morris College. In his more than ten years of teaching online and face-to-face, he has taught courses in corporate finance, financial management, derivatives, investments and security analysis, international finance, quantitative techniques in finance, macroeconomics, and microeconomics. Dr. Verma holds a BA in Mathematical Statistics from the University of Delhi, an MBA with a Finance concentration from Northern Kentucky University, and both an MA in Economics and a PhD in Financial Economics with an International Finance and Derivative Securities specialization from the University of New Orleans.
Move Forward with Capella University

WORKING SCHOLARS
Capella provides an online, flexible learning environment for working adults who are also determined scholars. That connection between academic and professional work infuses the entire Capella experience—from the faculty we recruit to the course projects you complete. The theories discussed in the courseroom are designed to develop working knowledge for everyday situations.

AN ACCREDITED UNIVERSITY
Our accreditation* is an assurance to students, employers, and the public that Capella University meets established standards for quality of faculty, curriculum, and learner services. It is also an important factor in the ability to transfer credits among higher education institutions. Regional accreditation, the type held by Capella, is the most common type for major public, state, and private institutions in the United States.

VALUING YOUR KNOWLEDGE AND EXPERIENCE
Adults bring a wealth of experience and learning to their education. Capella courses are designed to bring out your perspectives just as you gain from others’ ideas. Your knowledge can also be worth time and money: An enrollment counselor can help you estimate how much of your prior learning may apply toward your Capella degree program.

Important Information about the educational debt, earnings, and completion rates of students who attended this program: http://capellaresults.com/assets/includes/gainfulemployment/cta/GE/GE15/bachelors/bs_bus_business_intelligence_gedt.html.

*ACCREDITATION
Capella University is accredited by the Higher Learning Commission.

HIGHER LEARNING COMMISSION
https://www.hlcommission.org
800.621.7440

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