

**BUSINESS  
ANALYTICS****PROGRAM DESCRIPTION**

Business Analytics is the combination of skills, technologies, applications, and processes used by organizations to gain data-driven insights that can be used for decision making across business functions including finance, marketing, and operations. The program is designed to provide the statistical, analytical, technical and critical thinking skills required to be competitive in the modern business environment that increasingly utilizes large data sources to improve the quality of business decisions.

**AFFORDABILITY**

At Manor College, 96% of students receive financial aid. Manor is committed to making our personalized education experience possible for all students, both academically and financially. Manor offers competitive tuition, financial aid options such as merit-based scholarships, and athletic scholarships (for eligible sports). You'll find Manor is an affordable place to start your education!

**ADMISSIONS REQUIREMENTS**

Manor continually reviews and accepts applications, making it easy to become part of our community.

**TIP:** Better to apply sooner than later! With our rolling admissions policy, we review applications throughout the year in the order received. This means more certainty in your future, as you'll receive an admissions decision within two weeks of sending in all of your documents. You'll also be further along in the enrollment process, which improves your chances for scholarships and financial aid—and for getting your first selections for class times and professors.

**APPLY NOW**[manor.edu/apply](https://manor.edu/apply)**WANT TO LEARN MORE?****ADMISSIONS**(215) 884-2216 • [ADMISSIONS@MANOR.EDU](mailto:ADMISSIONS@MANOR.EDU)

# RECOMMENDED CURRICULUM SEQUENCE

## FRESHMAN YEAR

### FALL SEMESTER

- Introduction to Business (BA101) • 3 credits
- **Technological Competency:**  
Introduction to Computer Fundamentals (CS 105) • 3 credits
- **Communication Skills Core I:**  
Fundamentals of Comp I (EN101) • 3 credits
- **Understanding Behavior & Society Core I:**  
Macroeconomics (EC101) • 3 credits
- Business Math (BA111) • 3 credits

**TOTAL - 15 CREDITS**

### SPRING SEMESTER

- **Information Literacy Core:**  
Fundamentals of Comp II (EN102) • 3 credits
- **Understanding Behavior & Society Core II:**  
Microeconomics (EC102) • 3 credits
- Legal Environment of Business (BA103) • 3 credits
- Principles of Marketing (BA102) • 3 credits
- **Quantitative Reasoning Core:**  
Statistics I (MH203) • 3 credits

**TOTAL - 15 CREDITS**

## JUNIOR YEAR

### FALL SEMESTER

- **Critical Thinking Core II:**  
Introduction to Business Analytics (BA310) • 3 credits
- **Spiritual & Ethical Core II:**  
Business Ethics (BA307) • 3 credits
- Social Media Marketing (BA302) • 3 credits
- Managing Business Information (BA304) • 3 credits
- Advanced Excel for Business Analytics (BA328) • 3 credits

**TOTAL - 15 CREDITS**

### SPRING SEMESTER

- Business Apprenticeship (BA306) • 3 credits
- Web and Social Media Analytics (BA319) • 3 credits
- Business Intelligence (BA324) • 3 credits
- Forecasting for Business Analytics (BA318) • 3 credits
- Database Marketing (BA325) • 3 credits

**TOTAL - 15 CREDITS**

## SOPHOMORE YEAR

### FALL SEMESTER

- **Critical Thinking Core I:**  
Philosophy and Human Condition (PL100) • 3 credits
- **Diversity & Global Awareness Core I:**  
HS101, HS102, HS103, HS104, HS105, HS109, HS111, HS220, PL100, OR SO101 • 3 credits
- **Communication Skills Core II:**  
Business Communications (BA202) • 3 credits
- **Spiritual & Ethical Core I:**  
Religion and Human Experience (RS107) • 3 credits
- Financial Accounting (AC105) • 3 credits

**TOTAL - 15 CREDITS**

### SPRING SEMESTER

- Managerial Accounting (AC203) • 3 credits
- **Cultural Diversity & Global Awareness II:**  
HS101, HS102, HS103, HS104, HS105, HS109, HS111, HS220, PL100, OR SO101, VT301 • 3 credits
- **Scientific Reasoning Core**  
BI100, BI101, BI105, BI106, BI109, CH101 • 3/4 credits
- Statistics II (MH204) • 3 credits
- Management Information Systems (CS205) • 3 credits

**TOTAL - 15/16 CREDITS**

## SENIOR YEAR

### FALL SEMESTER

- Data Mining (BA418) • 3 credits
- Business Internship I (BA498) • 6 credits
- Big Data and Visualization (BA417) • 3 credits
- Simulation for Business Analytics (BA415) • 3 credits

**TOTAL - 15 CREDITS**

### SPRING SEMESTER

- Business Internship II (BA499) • 6 credits
- Data Modeling and Warehousing (BA414) • 3 credits
- Project Management (BA416) • 3 credits
- Strategic Planning (BA410) • 3 credits

**TOTAL - 15 CREDITS**

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**PROGRAM TOTAL: 120/121 CREDITS**

**WANT TO LEARN MORE?**

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