BACHELOR OF SCIENCE IN APPLIED AI AND BUSINESS ANALYTICS

Program Contact: Guido Lang (guido.lang@qu.edu) 203-582-6555

The BS in Applied AI and Business Analytics program teaches the skills needed to extract and manage data, as well as design and implement analytics-based solutions. Upon graduating, you'll be positioned for a rewarding career as an analyst in marketing research, finance, advertising, management and supply chain operations, to name just a few. Our multidisciplinary curriculum combines core business knowledge with a strong foundation in skills including data mining and analysis, database management and predictive modeling. Courses utilize the same tools and software used by professional data analysts, including SQL programming language, Tableau and Python.

The BS in Applied AI and Business Analytics requires a minimum of 122 credits for degree completion.

Code	Title	Credits
University Curriculum (https://catalog.qu.edu/academics/university-curriculum/)		**46**
Complete the Business Core Curriculum (https://catalog.qu.edu/business/#corecurriculumtext)		**28**
Business Analytics Core		
CIS 245	Applied Python With AI Tools	3
CIS 255	Data Visualization	3
CIS 351	Database Programming and Design	3
BAN 220	Data Mining for Business Insights	3
BAN 330	AI-Driven Business Transformation	3
BAN 420	Machine Learning and Artificial Intelligence for Business	3
BAN 490	Applied AI & Business Analytics Capstone	3
BAN Elective Courses		
Select 2 of the following electives:		6
BAN 310	Web Analytics	
BAN 410	Social Media Analytics	
CIS 340	Immersive Technologies for Business Innovation	
CIS 341	Business Applications of Quantum Computing	
CIS 350	Data Analysis with Excel (AC 350)	
CIS 360	Programming in Excel	
CIS 371	Intro to Blockchain Tech for Business	
FIN 325	Financial Analytics	
HM 365	Health Care Analysis	
MG 321	Data-Driven Decision Making	
MG 342	Supply Chain Analytics	
MK 321	Marketing Analytics	
SB 488	Business Internship	
Open Electives		**21**
Total Credits		**122**

This is a *recommended* plan of study as course plans are subject to change. Course availability, potential transfer credits, and course prerequisite completion may influence the final course schedule for each program.

Course	Title	Credits
First Year		
Fall Semester		
FYS 101	First-Year Seminar (UC Foundations Inquiry)	3
EN 101	Introduction to College-Level Reading And Writing (UC Writing 1)	3
SB 101	The Business Environment	3
CIS 101	Introduction to Applied AI and Business Analytics	3
MA 170	Probability and Data Analysis (UC Math)	3
	Credits	**15**
Spring Semester		
EN 102	Reading, Writing, & Research In College and Beyond (UC Writing 2)	3
EC 111	Principles of Microeconomics (Business Core and UC Social Science)	3
EC 272	Advanced Applied Statistics	3
Business Core		3
Business Core		3
	Credits	**15**
Second Year		
Fall Semester		
CIS 350	Data Analysis with Excel (AC 350)	3
EC 112	Principles of Macroeconomics (Business Core and UC Social Science)	3
Business Core		3
Business Core		3
Business Core		3
SB 250	Career Planning and Development	1
	Credits	**16**
Spring Semester		
CIS 245	Applied Python With AI Tools	3
Business Core		3
Business Core		3
Business Core		3
UC Disciplinary Inquiry		3
	Credits	**15**
Third Year		
Fall Semester		
CIS 351	Database Programming and Design	3
BAN 220	Data Mining for Business Insights	3
UC Disciplinary Inquiry		3
Open Elective		3
Open Elective		3
	Credits	**15**

Spring Semester		
CIS 225	Systems Analysis and Design	3
BAN Elective		3
Open Elective		3
UC Personal Inquiry		3
UC Disciplinary Inquiry NS + Lab		4
	Credits	**16**
Fourth Year		
Fall Semester		
BAN 300	Statistical Programming With R	3
SB 420	Strategic Management Integrated Seminar	3
UC Personal Inquiry		3
Open Elective		3
Open Elective		3
	Credits	**15**
Spring Semester		
BAN 420	Machine Learning and Artificial Intelligence for Business	3
BAN Elective		3
Open Elective		3
Open Elective		3
Open Elective		3
	Credits	**15**
	Total Credits	**122**

Student Learning Outcomes

Students who graduate with this degree will demonstrate:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics**: Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication**: Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individuals and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes, in their interactions with faculty, staff and colleagues, and in their team assignments.

Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the **Admissions** page of this catalog.

Seamless Transfer Agreement with Gateway Community College (GCC), Housatonic Community College (HCC) and Norwalk Community College (NCC)

Under this Transfer Agreement, GCC, HCC and NCC graduates will be guaranteed admission into a bachelor's degree program with third year (junior) status at Quinnipiac University on the condition that they:

- Graduate with an associate in arts, an associate in science in business, College of Technology engineering science, nursing or an allied health degree with a minimum cumulative GPA of 3.00 (this may be higher in specific programs).
- Satisfy all other Quinnipiac University transfer admission requirements and requirements for intended major.

Suggested Transfer Curriculum for BS in Applied AI and Business Analytics

A minimum of 60 credits is required for transfer into the BS in Applied AI and Business Analytics program. Below is a sample plan of study for the first two years prior to matriculation at Quinnipiac University.

Course	Title	Credits
First Year		
Fall Semester		
English I		3
Introduction to Business		3
Microeconomics		3
Business Statistics		3
History Elective		3
	Credits	**15**
Spring Semester		
English II		3
Macroeconomics		3
Financial Accounting		3
Information Systems		3
Marketing		3
	Credits	**15**
Second Year		
Fall Semester		
Managerial Accounting		3
Finance		3
International Business		3
Management		3
Art Elective		3
	Credits	**15**
Spring Semester		
Operations Management		3
Business Law		3

Science Elective with Lab	4
Social Science Elective	3
Additional Elective (Business or other)	3
Credits	**16**
Total Credits	**61**