BACHELOR OF SCIENCE IN ANALYTICS

MAKE DATA-DRIVEN RECOMMENDATIONS FOR STRATEGIC BUSINESS SOLUTIONS

Soaring demand for the expertise of data science and analytics professionals is disrupting the IT job market. Their keen insights drive the decisions of organizations in virtually every corner of business and society. Purdue University Global’s 100% online Bachelor of Science in Analytics helps you develop the foundational and advanced skills you need to compete in this dynamic field. You will gain real-world experience analyzing a variety of data using relevant technical and statistical tools and processes. As a graduate, you will be ready to seek valuable IT certifications.
WHY STUDY ANALYTICS AT PURDUE GLOBAL?

ONLINE FLEXIBILITY FOR WORKING ADULTS
Complete your degree 100% online, on your schedule. You can also visit one of our regional locations to take advantage of local, onsite support and services.

PERSONALIZED LEARNING OPTIONS
In addition to our standard online program, we offer ExcelTrack™, which helps you earn your degree faster and more affordably. With ExcelTrack™ you can work at your own pace and take as many classes as you want each term.

ONE-ON-ONE MENTORING
Interact with faculty during online discussion boards and faculty office hours, and enjoy no-cost individual tutoring. In addition, academic and career advisors are dedicated to helping you balance school with your career and life responsibilities.

FACULTY EXPERTISE
Learn from professionals with extensive experience in IT and education. All faculty possess advanced academic degrees and relevant industry credentials.

CREDIT FOR WHAT YOU ALREADY KNOW
Earn credit for work experience, prior college courses, and industry certifications to accelerate the completion of your degree. Our average bachelor’s graduate with prior learning credit saves 45% on University tuition.

INTRODUCTORY TRIAL PERIOD
Make sure online learning at Purdue Global is right for you. Enroll in the University and try our classes for 3 weeks before you owe any tuition. That’s the Purdue Global Commitment.

ACCELERATED MASTER’S DEGREE OPTION
Planning to pursue a graduate degree? Earn a minimum grade in key courses in your bachelor’s degree in IT program and you’ll qualify for shortened versions of our master’s degree programs in IT or cybersecurity management. This combined bachelor’s-to-master’s option saves you money and takes less time than completing each degree separately.

NATIONALLY RANKED AND RESPECTED
Purdue Global is part of the respected Purdue University system. One of the most prestigious research universities in the world, Purdue University is ranked in the top 10 best public universities in the U.S. by The Wall Street Journal/Times Higher Education.

Take the Next Step in Your Career and Education

BUILD THE CORE SKILLS AND COMPETENCIES THAT EMPLOYERS DEMAND
Gain relevant, practical skills through hands-on learning and virtual IT labs. Apply classroom concepts to real-world data analytics challenges. Program outcomes include:

- **Data analysis skills**: Apply principles of analysis and other relevant disciplines to create requested reports.
- **Project management**: Design, implement, and evaluate analytics-based solutions.
- **Communication skills**: Speak or present effectively in a variety of professional contexts.
- **Professional development**: Recognize professional responsibilities and make informed judgments in analyzing data based on legal and ethical principles.
- **Collaboration skills**: Function effectively as a member or leader of a data analysis team.

PREPARE FOR CERTIFICATION
The program provides a foundation for critical industry certifications, including:

- Certified Analytics Professional (CAP®)
- Amazon Web Services (AWS) Certifications
  - AWS Certified Big Data – Specialty
  - AWS Certified Developer – Associate
  - AWS Certified Solutions Architect – Associate
  - AWS Certified Cloud Practitioner – Associate
  - AWS Certified SysOps Administrator – Associate
- Microsoft Certified Solution Expert (MCSE)
- Cloudera Certified Associate (CCA) Data Analyst
The bachelor’s in analytics curriculum prepares you with relevant skills you can apply immediately in the workplace. All courses are reviewed and revised continually by our dedicated curriculum department and advisory board to ensure they reflect the most recent developments in the field.

**COURSE TOPICS INCLUDE:**

- Apache Hadoop, Hive, Pig, and Spark, as well as big data, data governance, data science, database architecture, database schemas, enterprise data management, machine learning, MapReduce, MongoDB, NoSQL, online analytical processing (OLAP), predictive analytics, and SAP Analytics.

Students have the opportunity to choose from five optional concentrations:

**GAME DEVELOPMENT**
Implement challenges and scenarios to create gamified experiences for recreational or business-related training resources. Game design features include storylines, role-play mechanics, and character profiles for a new game or interactive experience.

**CLOUD COMPUTING**
Develop skills in information assurance, risk management, and more while learning how to program in cloud environments using in-demand scripting languages.

**INFORMATION SECURITY AND ASSURANCE**
Study topics in computer forensics, network administration, and intrusion detection and incident response.

**NETWORK ADMINISTRATION**
Focus on infrastructure design and troubleshooting networks.

**SUPPLY CHAIN MANAGEMENT AND LOGISTICS**
Prepare for the planning and management activities involved in sourcing, conversion, and logistics management. Learn to apply qualitative and quantitative methodologies used in global supply chain management. Purdue Global is a member of the SAP University Alliances program.

**EXCELTRACK™: A FASTER AND MORE AFFORDABLE WAY TO EARN YOUR ANALYTICS DEGREE**
ExcelTrack™ is competency-based learning that helps IT professionals graduate faster and save on tuition. With ExcelTrack™, you can work at your own pace and take as many ExcelTrack™ courses as you want each term. Each course is a single credit covering a specific topic, so you can speed past what you already know and focus on gaining new, relevant skills and knowledge. It’s the same degree—you just choose how to earn it.

**PROGRAM DETAIL**

**Credit Hours:** 180

**Program Length:**
- Standard online program: 2–4 years
- ExcelTrack™: Self-paced so you can graduate sooner

**Course Load:**
- Standard online program: 2 courses per term
- ExcelTrack™: As many as you can complete with a “B” or higher on your final assessment

**Tuition Structure:**
- Standard online program: Standard per credit
- ExcelTrack™: One flat rate per term (excluding fees)

**Terms:** 10 weeks long

**Start Dates:** Throughout the year

**ADDITIONAL PROGRAMS**
- Bachelor of Science in Cloud Computing and Solutions
- Bachelor of Science in Cybersecurity
- Bachelor of Science in Information Technology
- Master of Science in Cybersecurity Management
- Master of Science in Information Technology
- Undergraduate, Postbaccalaureate, and Graduate Certificates
**Career Opportunities**

**INDUSTRY OUTLOOK**
- According to the Bureau of Labor Statistics, data scientist and other mathematical science occupations are ranked 11th on the list of fastest-growing occupations from 2019 to 2029.\(^8\)
- Opportunities will increase for IT professionals with the skills to translate raw data into sound recommendations.

**CAREER PATHWAYS AND OUTCOMES**

**Roles**
- Data-driven decision maker
- Functional analyst
- Data systems developer
- Data analyst
- Data scientist and advanced analyst
- Analytics manager

**Employment Fields**
- Computer services
- Finance
- Education
- Health care
- Science
- Law
- Communications
- Government

**CENTER FOR CAREER ADVANCEMENT**
Our Career Specialists offer the following services:
- Job search and networking support
- Career assessment/exploration
- Resume and cover letter review
- Interview preparation/mock interviews
- Portfolio development to showcase your skills
- Assistance in building an online presence
- Virtual career fairs
- 24/7 online access to job openings and career development tools

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**Purdue Global Is Accredited by the Higher Learning Commission**
The HLC (HLCommission.org) is a regional accreditation agency recognized by the U.S. Department of Education.

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Contact an Admissions Advisor at 844-PURDUE-G or visit PurdueGlobal.edu.

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**IMPORTANT INFORMATION: PLEASE READ**
For comprehensive consumer information, visit Info.PurdueGlobal.edu.

1. ExcelTrack\(^\text{TM}\) is designed to advance your progress based on existing knowledge; however, degree pace and time and cost savings will vary by individual. Program includes a traditional 6-credit capstone course; however, tuition is charged at the ExcelTrack\(^\text{TM}\) rate.
2. Purdue Global does not guarantee transferability of credit from any of these sources. See the University Catalog for the Prior Learning Assessment policy.
3. Purdue Global online bachelor’s degree students who graduated in 2019–2020 and applied eligible prior learning (transfer, experiential, or credit by exam) credits saved an average of $30,000 toward the total degree. Campus tuition and prior learning savings vary by location. Savings based on overall cost of completion without prior learning credit. Calculation based on total prior learning credit times standard cost per credit in student’s program of study. Individual savings will vary. Calculation includes campus and military students. Purdue Global does not guarantee transferability of credit. See University Catalog for the Prior Learning Assessment policy. Source: Office of Reporting and Analysis, October 2020. 2019–2020 academic year.
4. No financial obligation. Classes count toward a degree if satisfactorily completed. No credits are earned if the student withdraws during the introductory period (3 weeks for new qualifying undergraduate students), which begins day one of the first term. Students who choose to continue their studies at Purdue Global will need to meet specific requirements. Graduate programs not included. Additional terms may apply to international and non-U.S. citizen students. For further information, see the University Catalog.
6. Students are responsible for understanding the requirements of optional certification exams. The University cannot guarantee students will be eligible to sit for or pass exams. In some cases, work experience, additional coursework beyond the Purdue Global program, fieldwork, and/or background checks may be necessary to be eligible to take or to successfully pass the exams.
7. The average program length for Purdue Global online bachelor’s degree students who graduated in the 2019-2020 academic year was 2.1 years. Source: Purdue Global Office of Reporting and Analysis, July 2020.
9. Purdue Global cannot guarantee employment or career advancement. Additional training or certification may be required. In addition, job titles and responsibilities may vary by organization. Prior experience may be necessary for leadership positions.