BUSINESS ANALYTICS (BAPG)

Ontario College Graduate Certificate | 3 semesters | Barrydowne Campus

You will gain the skills to extract meaningful insights from very large and complex data sets to support business decision#making. You will learn how to collect, curate, manipulate, encode, and store data sets so it can be analyzed and mined in a way that can be reused and re-purposed to solve challenges and predict trends in any size and type of business. Key areas of study include database design and management, statistics and programming for business analytics, market research, data mining, data visualization, and decision#making through analytics.

The Business Analytics program combines computer science and technology courses with database, research methods, marketing, and communications courses. This combination of courses enables students to find or gather data, use a wide variety of tools to analyze it, and share results through various forms of communication from reports to dashboards and infographics. The goal of the program is to help students become effective and persuasive analysts and communicators who can provide information that will allow industry leaders to make evidence-informed decisions.

Additionally, students will develop an understanding of programming, statistics, and foundations of data management within the context of the emerging field of analytics. The knowledge gained will be tested and applied through exercises focusing on critical thinking and problem-solving skills. Students will learn to work as a member of an interdisciplinary analytics team. The program combines computer science and technology courses with database, research methods, marketing, and communications courses, enabling students to gather data, use a wide variety of tools to analyze it, and share results through various forms of communication ranging from reports to dashboards and infographics.

Program Strengths

- This program leverages and builds on existing experience and creativity in problem-solving enabling students to become strong, effective analysts who are skilled at bridging the gap between data, business, and technology.
- Students are exposed to a variety of theory, hands-on, applied, and experiential learning opportunities that prepare them to meet the needs of current job markets.
- **A variety of workshops, community engagements, co-curricular activities, field trips, and guest speakers provide students with opportunities to begin networking and collaborating in the analytics and related fields.**

Program Highlights

- 1 year - 3 semesters (2 academic semesters and 1 semester of Work Integrated Learning)
- Capstone project or placement in final semester (7 week placement or 7 week capstone course)
- HyFlex learning model utilized throughout the entire program
- Focus on analysis utilizing a wide array of tools including advanced ArcGIS, Microsoft Office and Excel, PowerBI, Python programming, R statistics, and SQL database to provide a versatile and in-demand analytical skill-set
- Extra-curricular and additional credential opportunities to enhance your analytical skills, portfolio, and resume

Part-time Pathway

This program can be completed on a part-time basis, with the exception of the placement/Co-Op/Internship/Capstone (WIL*). The WIL component must be completed on a regular/full-time schedule; however, Part-time students may request to complete their WIL with a job-out arrangement (https://cambriancollege.ca/campus-life/career-centre/) or seek academic credit for the WIL via the Prior Learning Assessment & Recognition (PLAR) (https://cambriancollege.ca/pathways/prior-learning-assessment/) process.

*WIL = Work Integrated Learning

For specific term start/end dates and other key dates/deadlines, please see the Academic Schedule (http://cambriancollege.ca/apply/how-to-apply/academic-schedule/) on our website. Timelines for part-time program completion will extend beyond those indicated in the program delivery timelines.

Quick Links

How to Apply (http://cambriancollege.ca/apply/)

Business and Information Technology (http://cambriancollege.ca/field-of-study/business-and-information-technology/)

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).

Recommended

- 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.

APPLY NOW! (https://www.ontariocolleges.ca/en/apply-now/)

Program Delivery

2022-2023

This program consists of two 14-week semesters. The program is delivered in the following terms:

Spring Term
July Start

1. **SEMESTER 1** Jul - Oct 2023
2. **SEMESTER 2** Nov - Feb 2023-2024
3. **SEMESTER 3** Mar - Jun 2024

Applicants wishing to start in July and study full-time will apply to BAP2 for Jul 2023 at OCAS. Those wishing to start in July and study part-time will apply to BAP3 for Jul 2023.

2023-2024

This program consists of two 14-week semesters. The program is delivered in the following terms:

Fall Term
September Start

1. **SEMESTER 1** Sep - Dec 2023
2. **SEMESTER 2** Jan - Apr 2024
3. **SEMESTER 3** May - Aug 2024

Applicants wishing to start in September and study full-time will apply to BAPG for Sep 2023 at OCAS. Those wishing to start in September and study part-time will apply to BAPT for Sep 2023.

November Start

1. **SEMESTER 1** Nov - Feb 2023-2024
2. **SEMESTER 2** Mar - Jun 2024
3. **SEMESTER 3** July - Oct 2024

Applicants wishing to start in November and study full-time will apply to BAP2 for Nov 2023 at OCAS. Those wishing to start in November and study part-time will apply to BAP3 for Nov 2023.

Winter Term
January Start

1. **SEMESTER 1** Jan - Apr 2024
2. **SEMESTER 2** May - Aug 2024
3. **SEMESTER 3** Sep - Dec 2024

Applicants wishing to start in January and study full-time will apply to BAPG for Jan 2024 at OCAS. Those wishing to start in January and study part-time will apply to BAPT for Jan 2024.

March Start

1. **SEMESTER 1** Mar - Jun 2024
2. **SEMESTER 2** July - Oct 2024
3. **SEMESTER 3** Nov - Feb 2024-2025

Applicants wishing to start in March and study full-time will apply to BAP2 for Mar 2024 at OCAS. Those wishing to start in March and study part-time will apply to BAP3 for Mar 2024.

Spring Term
May Start

1. **SEMESTER 1** May - Aug 2024
2. **SEMESTER 2** Sep - Dec 2024
3. **SEMESTER 3** Jan - Apr 2025

Applicants wishing to start in May and study full-time will apply to BAPG for May 2024 at OCAS. Those wishing to start in May and study part-time will apply to BAPT for May 2024.

July Start

1. **SEMESTER 1** Jul - Oct 2024
2. **SEMESTER 2** Nov - Feb 2024-2025
3. **SEMESTER 3** Mar - Jun 2025

Applicants wishing to start in July and study full-time will apply to BAP2 for Jul 2024 at OCAS. Those wishing to start in July and study part-time will apply to BAP3 for Jul 2024.

Part-Time Delivery

Students opting to study part-time will be provided with a possible pathway to complete the program while remaining part-time. Timelines for completion will extend beyond those indicated above.

For specific term start/end dates and other key dates/deadlines, please see the Academic Schedule (http://cambriancollege.ca/apply/how-to-apply/academic-schedule/) on our website.

Program of Study for 2023-24 Academic Year

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

Fees

Tuition and Ancillary Fees

Please see our fees page (http://cambriancollege.ca/fees/) for the breakdown of tuition and mandatory ancillary fees by program and semester for both domestic and international students.

Books & Supplies

The total cost of books in the program is approximately $600. Several books are used in multiple courses in both semesters of the program. This is the best information available at the time of publishing to the website and is subject to change.

Graduate Options

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 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

College/University Degree Opportunities

Graduates from this program may continue their studies at college/university and may receive credit for their prior College education.

Refer to College/University Agreements (http://www.cambriancollege.ca/agreements/)for further information.

Contacts

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INTERNATIONAL ADMISSIONS

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