

Competitive Analytics (A.A.S.)

HEGIS: 5001.00

SUNY CODE: 52.5213

The Competitive Analytics program is designed to teach students the skills necessary to analyze company internal and external business information to achieve competitive advantage. This program will cover the breadth of business operations, the relationship between business processes, information and technology and its value to the business, and the analytic skills and tools needed to perform a variety of competitive analytic applications. Students should expect to complete an experiential- hands on partnership with internal and external business partners in the capstone course. This program can be taken online, but certain components will require on-campus participation.

The Goals of this program are to:

- Prepare students with understanding business functions across the breadth of a business and the relationships between business processes, information, and technology.
- Prepare students to understand the importance of information and how it is utilized to achieve a competitive advantage.
- Instruct students on the use of various tools to perform data analysis of internal and external business information.

Successful graduates from this program will be able to:

- Identify and analyze information across the breadth of the business in order to provide strategic input of competitive value to the business.
- Apply critical thinking techniques to show understanding of the importance of information and how to extract critical information to create competitive advantage.
- Utilize data analytic tools extract and analyze internal and external business information to achieve competitive advantage.

Career Opportunities/Transfer Information

At the completion of this program, graduates will be able to obtain positions such as Data Analyst, Data Analytics Specialist, Business Analyst, Supplier Analyst, Supply Chain Management Analyst, Marketing Analyst, Functional Analyst, Systems Analyst (especially as it relates to information management) as well as other disciplines where performing competitive analytics is a required skill.

Program of Study

1st Year

1st Semester

BU111	Business Organization and Management	3
BU126	Supply Chain Management	3
IS115	Computer Applications 1	3
FS100	First Yr Student	1

BU127	Information Management and Governance	3
BU141	Introduction to Marketing	3
Total Credit Hours		16

2nd Semester

IS133	Data Analytic Tools	3
SS141	American Government	3
MA127	Mathematical Statistics I	3
BU227	Marketing Research for Analytics	3
EN111	College Writing	3
	PE Elective	1
Total Credit Hours		16

2nd Year

3rd Semester

BU128	MIS for Business	3
BU129	Quality Management	3
BU228	Big Data	3
SS161	Introduction to Sociology	3
	Natural Science and Scientific Reasoning 3 Credit GE Selective	3
	PE Elective	1
Total Credit Hours		16

4th Semester

BU229	Competitive Analytics for Business	3
BU121	Business Law	3
BU250	Business Ethics	3
	Social Sciences GE Selective	3
EN112	Introduction to Literature	3
BU249	Competitive Analytics Capstone	1
Total Credit Hours		16

For more information: (315) 866-0300, ext. 8240 or toll free 1-844-GO-4-HERK, ext. 8240