

Competitive Analytics, A.A.S.

Location(s): [Main Campus](#)

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HEGIS: 5001

SUNY CODE: 4399

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

- [BU 111 - Business Organization & Management](#) Credit Hour(s): 3
- [IS 115 - Computer Applications I](#) Credit Hour(s): 3
- [FS 100 - First Year Student Seminar](#) Credit Hour(s): 1
- [BU 127 - Information Management and Governance](#) Credit Hour(s): 3
- [BU 141 - Introduction to Marketing](#) Credit Hour(s): 3
- [BU 126 - Supply Chain Management](#) Credit Hour(s): 3

Subtotal: 16

2nd Semester

- [IS 133 - Data Analytic Tools](#) Credit Hour(s): 3

- [BU 129 - Quality Management](#) **Credit Hour(s): 3**
- [MA 127 - Mathematical Statistics I](#) **Credit Hour(s): 3**
- [BU 227 - Marketing Research for Analytics](#) **Credit Hour(s): 3**
- [EN 111 - College Writing](#) **Credit Hour(s): 3**
- Physical Education Activity **Credit Hour(s): 1**

Subtotal: 16

2nd Year

3rd Semester

- [BU 128 - MIS for Business](#) **Credit Hour(s): 3**
- [SS 141 - American Government](#) **Credit Hour(s): 3**
- [BU 228 - Big Data](#) **Credit Hour(s): 3**
- [SS 161 - Introductory Sociology](#) **Credit Hour(s): 3**
- Natural Science Selective **Credit Hour(s): 3**
- Physical Education Activity **Credit Hour(s): 1**

Subtotal: 16

4th Semester

- [BU 121 - Business Law I](#) **Credit Hour(s): 3**
- [BU 229 - Competitive Analytics for Business](#) **Credit Hour(s): 3**
- [BU 250 - Business Ethics](#) **Credit Hour(s): 3**
- Social Science Selective **Credit Hour(s): 3**
- [BU 249 - Competitive Analytics Capstone](#) **Credit Hour(s): 1**
- [EN 112 - College Literature](#) **Credit Hour(s): 3**

Subtotal: 16

Total Credit Hours: 64

For more information, contact the Academic Division at (315) 866-0300, ext. 8240 or toll free 1-844-GO-4-HERK, ext. 8240.