

# **Bachelor of Data Analytics, Minor in Faith-Based Data-Driven Decision Making**

HBI University

Course Duration: 4 years

Credit Hours: 135 (including minor)



## **Program Description**

The Bachelor of Data Analytics, Minor in Faith-Based Data-Driven Decision Making at HBIU University is a cutting-edge program designed to equip students with the analytical skills and data-driven strategies necessary for success in the modern workforce. With a focus on data analysis, statistics, and predictive modeling, this program emphasizes the role of data in driving decisions, particularly in faith-based and non-profit organizations. Students will learn how to leverage data analytics to inform church management, community outreach, and ministry impact analysis, empowering faith-based organizations to make more effective and informed decisions that align with their missions.

The curriculum includes advanced topics such as data visualization, big data, machine learning, and artificial intelligence, all while providing students with practical tools to apply these technologies within non-profit and ministry settings. By integrating cutting-edge data technologies, students will gain the skills necessary to analyze large data sets, visualize trends, and derive actionable insights to enhance decision-making in church operations, ministry planning, and social justice initiatives. The Minor in Faith-Based Data-Driven Decision Making focuses on teaching students how to use data to improve the effectiveness of faith-based organizations, creating opportunities for better program development, resource allocation, and outreach strategies.

Graduates of this program will be well-prepared for careers in data analysis, business intelligence, and faith-based analytics roles. They will be equipped to serve in ministries, non-profits, and social impact organizations, using data to guide strategic decisions, assess program effectiveness, and promote community development. This program prepares students to work in an increasingly data-driven world, helping faith-based organizations make a lasting impact through informed decision-making and strategic planning.

## Admissions Requirements

- High school diploma or equivalent
- Minimum GPA of 2.5
- Personal statement outlining career goals and interest in chaplaincy and counseling
- Two letters of recommendation
- Resume (if applicable)
- SAT/ACT scores (if applicable)

## General Education Courses (30 Credit Hours)

| Course Code | Course Name                         | Credit Hours |
|-------------|-------------------------------------|--------------|
| GEN 101     | English Composition I               | 3            |
| GEN 102     | English Composition II              | 3            |
| GEN 103     | College Algebra                     | 3            |
| GEN 104     | Introduction to Statistics          | 3            |
| GEN 105     | Introduction to Theology            | 3            |
| GEN 106     | Public Speaking and Communication   | 3            |
| GEN 107     | Research Methods in Social Sciences | 3            |
| GEN 108     | Ethics and Moral Reasoning          | 3            |
| GEN 109     | Leadership and Team Development     | 3            |
| GEN 110     | Digital Literacy and Communication  | 3            |

## Core Data Analytics Courses (45 Credit Hours)

| Course Code | Course Name                                  | Credit Hours |
|-------------|----------------------------------------------|--------------|
| DA 201      | Introduction to Data Analytics               | 3            |
| DA 202      | Data Mining and Predictive Analytics         | 3            |
| DA 203      | Statistical Analysis for Decision Making     | 3            |
| DA 204      | Data Visualization and Reporting             | 3            |
| DA 205      | Introduction to Big Data                     | 3            |
| DA 206      | Machine Learning and Artificial Intelligence | 3            |
| DA 207      | Database Management Systems                  | 3            |
| DA 208      | Business Intelligence                        | 3            |
| DA 209      | Data Ethics and Privacy                      | 3            |
| DA 210      | Applied Data Analytics                       | 3            |

|        |                                                            |   |
|--------|------------------------------------------------------------|---|
| DA 211 | Advanced Data Analytics Techniques                         | 3 |
| DA 212 | Data Analysis for Non-Profit and Faith-Based Organizations | 3 |
| DA 213 | Social Media Analytics                                     | 3 |
| DA 214 | Web Analytics                                              | 3 |
| DA 215 | Data Analytics Internship                                  | 3 |

## Elective Courses (15 Credit Hours)

| Course Code | Course Name                             | Credit Hours |
|-------------|-----------------------------------------|--------------|
| DA 301      | Advanced Predictive Analytics           | 3            |
| DA 302      | Financial Data Analytics                | 3            |
| DA 303      | Data Analytics for Social Impact        | 3            |
| DA 304      | Artificial Intelligence for Social Good | 3            |
| DA 305      | Data-Driven Marketing Strategies        | 3            |

## Minor in Faith-Based Data-Driven Decision Making (15 Credit Hours)

| Course Code | Course Name                                        | Credit Hours |
|-------------|----------------------------------------------------|--------------|
| FBD 401     | Introduction to Faith-Based Data Analysis          | 3            |
| FBD 402     | Data-Driven Decision Making in Ministry            | 3            |
| FBD 403     | Data Ethics in Faith-Based Organizations           | 3            |
| FBD 404     | Analytics for Church Growth and Outreach           | 3            |
| FBD 405     | Technology and Data in Faith-Based Social Programs | 3            |

## Capstone Project (15 Credit Hours)

The capstone project serves as a culminating experience, allowing students to apply data analysis and decision support systems in a final project.

Students will:

- Develop a data-driven strategy to improve church outreach programs or non-profit ministry initiatives.
- Analyze data to identify patterns that can drive better decision making in faith-based organizations.
- Design a data reporting system to aid in ministry planning and outreach effectiveness.
- Present research findings and insights through a formal report and presentation.

This experience ensures students graduate with practical expertise in data analytics and faith-based decision making for ministries and non-profit organizations.

# Program Outcomes

Graduates of this program will:

- Gain expertise in data analytics techniques, business intelligence, and predictive modeling.
- Develop skills in statistical analysis, data visualization, and database management for faith-based organizations.
- Apply biblical principles in data-driven decision making for churches and ministry programs.
- Conduct research and apply data analytics to improve church operations, outreach, and ministry impact.
- Implement data analysis strategies for enhancing organizational effectiveness in faith-based and non-profit contexts.

## Career Outcomes and Potential Pay Scale

| Career Path                               | Average Salary (Annual) |
|-------------------------------------------|-------------------------|
| Data Analyst                              | \$60,000 - \$100,000    |
| Business Intelligence Analyst             | \$70,000 - \$120,000    |
| Data Scientist                            | \$80,000 - \$140,000    |
| Data Analytics Consultant for Non-Profits | \$65,000 - \$110,000    |
| Social Media Analyst                      | \$55,000 - \$95,000     |