Associate in Data Analytics

Specialization in Faith-Based Data-Driven Decision Making

HBI University

Course Duration: 2 years

Credit Hours: 60 hours (including 15 credit specialization hours)

Program Description

The Associate in Data Analytics program with a Specialization in Faith-Based Data-Driven Decision Making at HBI University prepares students to use data analysis, visualization, and interpretation to support organizational and ministry goals. This program combines technical skills in data analytics with Christian ethics, empowering students to make informed, integrity-based decisions for churches, nonprofits, and faith-led initiatives.

Students will learn statistics, data processing, spreadsheet and database tools, and communication of insights through dashboards and visual reports. Faith-based applications of data will include ministry outreach analysis, donor tracking, program evaluation, and digital engagement strategies.

Graduates will be equipped to serve as analysts, data support specialists, or decision-making aides in faith-based environments, ensuring data is used responsibly and missionally.

General Education Courses (15 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 Psychology	3
GEN 105	Introduction to Sociology	3

Core Data Analytics Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
DA 201	Introduction to Data Analytics	3

DA 202	Excel and Spreadsheet Modeling	3
DA 203	Introduction to Databases (SQL)	3
DA 204	Data Visualization with Tableau	3
DA 205	Statistics for Decision Making	3
DA 206	Business Intelligence Foundations	3
DA 207	Data Ethics and Governance	3
DA 208	Applied Analytics Projects	3
DA 209	Programming for Analytics (Python)	3
DA 210	Communication and Insight Reporting	3

Elective Courses (15 Credit Hours)

Course Code	Course Name	Credit Hours
DA 301	Social Media Metrics and Ministry Outreach	3
DA 302	Donor and Financial Data Analytics	3
DA 303	CRM and Congregation Management Systems	3
DA 304	Operations and Program Impact Measurement	3
DA 305	GIS Mapping for Missions and Ministries	3

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

Course Code	Course Name	Credit Hours

FDD 401	Biblical Principles of Stewardship and Measurement	3
FDD 402	Data-Informed Ministry Planning	3
FDD 403	Christian Leadership and Strategic Analytics	3
FDD 404	Building Dashboards for Faith-Based Missions	3
FDD 405	Interpreting Data Through a Kingdom Lens	3

Capstone Project (3 Credit Hours)

The Capstone in Faith-Based Data-Driven Decision Making challenges students to apply their data knowledge to a real-world faith-based project. Students may:
- Analyze and report outreach effectiveness using live data.
- Build dashboards for a ministry team or nonprofit board.
- Present a strategic data report to inform a faith-based initiative.

Program Outcomes

Graduates of this program will:
- Analyze and interpret data to improve ministry performance.
- Apply biblical and ethical principles in analytics work.
- Use visualization and reporting tools for decision-making.
- Support strategic planning for churches and nonprofits.
- Communicate insights that enhance faith-based outcomes.

Career Outcomes and Potential Pay Scale

Career Path	Average Salary (Annual)
Church Data Analyst	$45,000 - $60,000
Faith-Based Program Evaluator	$44,000 - $62,000
Nonprofit Intelligence Specialist	$46,000 - $65,000
Analytics and Reporting Coordinator	$48,000 - $68,000
CRM and Data Systems Administrator	$50,000 - $70,000