PEARSON BA AT-A-GLANCE

PEARSON BUSINESS ANALYTICS CURRICULUM

Pearson's Business Analytics (BA) Curriculum is a turn-key curriculum solution for two- or four-year degree or certificate programs. Designed to support the critical need for workforce development in data analytics, Pearson BA provides multi-modal, real-world focused, hands-on courseware that can be used as a complete program or individual courses that can be chosen ad hoc to fill in your program to fit your student profile, workforce needs, and school requirements and articulation agreements. The courses emphasize applied, hands-on learning based on established Pearson texts from Addison-Wesley and Microsoft Press.

Choose your courses:

	Course	Textbook, Course + Labs, and Bundle ISBNs
1	Statistics and Excel	Even You Can Learn Statistics and Analytics 4th Ed Levine & Stephan Book: 9780137654765 Course + Labs: 9780138090333 Book + Course + Labs: 9780138124106
2	SQL	SQL Queries for Mere Mortals 4th Ed Viescas Book: 9780134858333 Course + Labs: 9780138082451 Book + Course + Labs: 9780138082413
3	PowerBI	Analyzing Data with Power BI and Power Pivot for Excel Ferrari & Russo Book: 9781509302765 Course + Labs: 9780138050191 Book + Course + Labs: 9780138050146
4	Data Analysis and Business Modeling with Excel	Microsoft Excel Data Analysis and Business Modeling (Office 2021 & MS365) Winston Book: 9780137613663 Course + Labs: 9780138107383 Book + Course + Labs: 9780138107321
5	Tableau	Visual Analytics Fundamentals: Creating Compelling Data Narratives with Tableau Ryan Book: 9780137956821 (Est. Release June 2023) Course + Labs: 9780138227043 (Est. Release July 2023) Book + Course + Labs: 9780138227180 (Est. Release July 2023)
6	Python for Data Science	Foundational Python for Data Science Behrman Book: 9780136624356 Course + Labs: 9780138084028 Book + Course + Labs: 9780138084165
7	Pandas	Pandas for Everyone, 2nd Ed Chen Book: 9780137891153 Course + Labs: 9780138226947 Book + Course + Labs: 9780138226763
8	Predictive Analytics	Predictive Analytics 2nd Ed Delen Book: 9780136738510 Course + Labs: 9780138159979 Book + Course + Labs: 9780138159924

CODIE AWARD WINNING PLATFORM 35 CODIES IN 9 YEARS

PEARSON BUSINESS ANALYTICS CURRICULUM

Data Analyst Job Outlook:

Job Outlook: The Bureau of Labor and Statistics expects the number of hired Data Analysts to grow by 25% during the decade from 2020 to 2030.[1]

Typical Pay: An entry-level data analyst can expect to make anywhere from $46,000 to $90,000 a year, with the majority averaging $70,000 a year, according to data analytics salaries from Glassdoor.[2]

Job Prospects: In December 2022, Glassdoor posted more than 117,000 job openings for data analytics.

Integral Role: As of 2022, 52% of businesses worldwide consider data analytics and predictive analytics primary parts of their operations.[3]

Endless Possibilities: The global market for data analytics was $231.43 billion in 2021, a 10.6% increase over the previous year, and anticipated $550 billion by 2028.[4]

Key features of the Pearson BA curriculum:

- **Flexible offerings:** Create certificate programs or fill in a degree program by choosing courses that fit your student profile or workforce goals.

- **Low-priced, multi-modal delivery:** Book, online courseware and virtual labs, plus complete instructor resources.

- **Powerful Online Courseware and Labs:** Delivered through the CODiE award-winning platform provided by our partner uCertify. 24x7 Tech Support, easy and intuitive to use, LMS integration for single sign on (SSO) and gradebook integration, multiple levels of formative exercises and assessment tools, ADA compliant meeting all accessibility standards, and Certificate of completion badging for each course.

- **Highly acclaimed learning experience:** Take learning on the go with the uCertify Mobile App, available for iOS and Android smartphones and tablets. The native app is offline capable, allowing students to continue to learn even when there is no internet connection.

FORM FACTORS FOR EACH COURSE:
1. Print and eBook
2. Online Course and Labs with uCertify
3. Complete Instructor Resources (instructor guide, PPT slides, test banks & syllabus)

REQUEST A DEMO AND/OR ACCESS
Contact any of the following:
- Your Pearson Sales Rep (Don't know who that is?) https://www.pearson.com/us/contact-us/find-your-rep.html
- Marketing team: pearsonitacademics@pearson.com

References:

[1] https://www.bls.gov/ooh/math/operations-research-analysts.html

[2] https://www.glassdoor.com/Salaries/data-analyst-salary-SRCH_KO0,12.html

[3] https://financesonline.com/relevant-analytics-statistics/

[4] https://www.fortunebusinessinsights.com/big-data-analytics-market-106179

Addison-Wesley | Microsoft Press