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FOR IMMEDIATE RELEASE

## **New AI-Driven Analytics Option Prepares Students for Data-Powered Careers**

**Dayton, TN** — Bryan College is now accepting applications for Fall 2026 for its new AI-Driven Analytics option within the Bachelor of Business Administration (BBA), offered fully online.

This program is designed for working adults, career changers, and professionals who want practical skills in business analytics and artificial intelligence. Students learn how to use data and AI tools to make smart business decisions in today's fast-changing workplace.

"This program helps working professionals feel confident using artificial intelligence in their daily work," said Dr. Benton Jones, Director of Online Programs and Associate Professor of Management. "Just as important, students learn how to use these tools responsibly and ethically in ways that serve people and organizations well."

The program combines core business training in accounting, finance, marketing, and management with hands-on experience using industry tools such as SQL, Power BI, Tableau, and AI applications. Students work with real data, build dashboards, improve business processes using Lean and Six Sigma principles, and explore machine learning applications.

Bryan College understands that today's professionals are increasingly expected to use data and AI in their roles. This degree prepares students with the skills, judgment, and ethical foundation to succeed in real-world business settings.

### **Program Highlights:**

- Career-focused curriculum aligned with employer needs
- Courses taught by industry professionals
- Hands-on, applied learning using real datasets
- Built-in industry-recognized credentials through a Coursera partnership (including certifications from organizations such as Google, IBM, Microsoft, and Meta)
- Flexible online format designed for working adults

Whether entering the workforce, advancing in a current role, or transitioning into analytics-focused positions, graduates are equipped with practical, in-demand skills.

### **Now Accepting Applications for Fall 2026**

To learn more about the Bachelor of Business Administration, AI-Driven Analytics Option, visit [bryan.edu/bba-ai](http://bryan.edu/bba-ai).

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