

# BUSINESS ANALYTICS (B.S.)

Business analytics is the iterative, quantitative, methodical exploration of an organization's data, with an emphasis on statistical analysis. Business analytics is used to make data-informed decisions. Business analytics depends on data quality, skilled analysts who understand the technologies and the business, and an organizational commitment to using data to gain insights that inform business decisions. Students who enroll in the Business Analytics major will use advanced mathematics and statistics to engage in analytical modeling and numerical analysis, including explanatory and predictive modeling, and data-based management to drive decision making. Analytics may be used as input for human decisions or may drive fully automated decisions.

## Major Program (67 credit hours)

Code	Title	Hours
<b>General Education courses</b>		
All students are required to take the following general education course as their second philosophy requirement		
PHIL 330	Just Business (3)	
<b>Business Core</b>		
ACCT 125	Financial Accounting	3
ACCT 126	Managerial Accounting	3
BSAD 250	Business Driven Technology	3
BSAD 276	Business Statistics	3
ECON 102	Principles of Microeconomics	3
FINC 242	Principles of Finance	3
MGMT 150	Management and Organizational Behavior	3
MKTG 175	Principles of Marketing	3
BSAD 493	Business Lab	3
or MBAD 631	Strategic Business Management	
<b>Business Analytics Core</b>		
BSAD 278	Introduction to Business Analytics	3
BSAD 308	Forecasting & Econometrics	3
BSAD 327	Project Management	3
or MBAD 625	Project Management	
BSAD 341	Introduction to Data Mining	3
BSAD 421	Enterprise Resource Computing	3
or MBAD 638	Enterprise Resource Computing	
COMP 135	Introduction to Information Technology	3
COMP 140	Computer Science I	4
COMP 150	Computer Science II	3
COMP 201	Introduction to DBMS	3
COMP 205	Information Systems: Analysis and Design	3
MGMT 364	Operations Management	3
or MBAD 658	Operations Management	
<b>Business Analytics Electives</b>		
Select six credit hours of the following:		6
ACCT 230	Cost Accounting (3)	
ACCT 327	Accounting Information Systems (3)	
BSAD 277	Business Research (3)	
COMP 141	Programming in Visual Basic (3)	
COMP 253	JAVA with Data Structures (3)	

ECON 302	Consumption Economics (3)
ECON 494	Topics in Economics (1-3)
FINC 340	Insurance and Risk Management (3)
MGMT 350	Corporate Communications (3)
MGMT 410	Logistics Management (3)
or MBAD 655	Business Logistics (3-4)
MGMT 413	Supply Chain Management (3)
or MBAD 613	Supply Chain Management (3)
MGMT 420	Data-Informed Management (3)
MKTG 372	Internet Marketing and e-Commerce (3)
MKTG 376	Consumer Behavior (3)
MATH 170	Applied Calculus (4)

**Total Hours** 67

*Students work with their advisors in selecting additional elective credits to fulfill the 120 credit hours required for graduation.*