

BUSINESS ANALYTICS

(64 credits)

Business Core Curriculum

(all Business majors): 40 credits

The School of Business offers eight undergraduate degree programs: Accounting, Business Analytics, Entrepreneurship, Finance, General Business, International Business, Marketing, and Management. Students in each Business major must complete a 40-credit core curriculum consisting of the following courses, in which a minimum grade of C- is required for credit toward the major, with the exceptions noted below:

Code	Title	Credits
ECO206	Principles of Microeconomics	3
ECO207	Principles of Macroeconomics	3
BUS093	Business Workshop	0
BUS095	Excel Tutorial	0
BUS201	Financial Accounting (Accounting majors must earn at least C+)	3
BUS202	Managerial Accounting	3
BUS250	Principles of Management	3
BUS271	Legal Environment of Business	3
BUS301	Career and Internship Prep	1
BUS309	Statistics for Business and Economics I	3
BUS311	Statistics for Business and Economics II	3
BUS312	Operations Management	3
BUS325	Marketing	3
BUS341	Fundamentals of Corporate Finance (Finance majors must earn at least C+)	3
BUS450	Strategic Management	3
	Applied Learning requirement	3
Total Credits		40

Building on this core curriculum, students in each of the eight majors complete specialized courses, detailed below. Except where otherwise noted, a minimum grade of C- is required for credit toward the major.

Code	Title	Credits
Required Business Analytics Courses (15 Credits)		
BUS216	Data Wrangling with R	3
BUS347	Introduction to Business Analytics	3
BUS348	Decision Modeling and Analysis	3
BUS349	Data Management and Big Data	3
BUS381 & BUS461	Advanced Business Analytics and Business Analytics Capstone ¹	6
Elective Requirement (9 Credits)		
Select three of the following upper-division electives		9
BUS385	Supply Chain Analytics	
BUS386	Marketing Analytics	
BUS387	Analytics in Health Care	
BUS389	Times Series Analysis for Business	
BUS390	Business Intelligence and Analytics	
BUS391	Data Visualization	

BUS392	Financial Analytics
BUS419	Seminar in Analytics
BUS425	Marketing Research
BUS452	Digital Marketing Analytics
BUS459	Intro to Risk Management and Derivatives
Total Credits	24

¹ BUS461 Business Analytics Capstone fulfills the Applied Learning requirement (see Business Core Curriculum)