Business Analytics and Information Systems, B.B.A.

Requirements

The Bachelor of Business Administration with a major in business analytics and information systems requires a minimum of 120 s.h., including 22 s.h. of work for the major. The program provides a variety of educational experiences that develop students' knowledge of managerial decision-making systems. Students acquire skill in applying this knowledge by constructing quantitative models, using computer technology, and creating database systems.

Students choose one of two tracks: business analytics or information systems.

The B.B.A. with a major in business analytics and information systems requires the following course work. For common B.B.A. requirements, see Bachelor of Business Administration in the Catalog.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MSCI:3020</td>
<td>Business Programming</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:3300</td>
<td>Software Design and Development</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:3400</td>
<td>Data Communications</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:4350</td>
<td>Information Systems Capstone</td>
<td>3</td>
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</table>

Required Electives (Both Tracks)

All students complete at least 3 s.h. from the following.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MSCI:3025</td>
<td>VBA Spreadsheet Programming</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:3100</td>
<td>Accounting Information Systems</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:3920</td>
<td>Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:4220</td>
<td>Advanced Database Management and Big Data</td>
<td>3</td>
</tr>
<tr>
<td>MSCI:4280</td>
<td>Data Security</td>
<td>3</td>
</tr>
<tr>
<td>CS:1210</td>
<td>Computer Science I: Fundamentals</td>
<td>4</td>
</tr>
<tr>
<td>ECON:3355</td>
<td>Economic and Business Forecasting</td>
<td>3</td>
</tr>
<tr>
<td>MKTG:3102</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>Any computer science course for which CS:1210 is a prerequisite</td>
<td>3-4</td>
<td></td>
</tr>
<tr>
<td>Any course required for the nonselected track</td>
<td>3</td>
<td></td>
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Career Advancement

The business analytics and information systems major prepares students for careers in data mining, supply chain management, and the design and management of information technology. The major prepares students for career opportunities in both manufacturing and service organizations. Graduates find entry-level work as computer programmers, systems analysts, sales representatives with computer companies, and management trainees. Entry-level work in operations management is found in materials management, line supervision, purchasing, and manufacturing systems.

Over 90 percent of students reported that they found permanent employment, were accepted to graduate school, or were not seeking employment within six months of graduation.

The Pomerantz Career Center offers multiple resources to help students find internships and jobs. For more information about careers, visit What Can I Do with a Major in Business Analytics and Information Systems on the Pomerantz Career Center website.