Business Analytics and Information Systems, BBA

Requirements

The Bachelor of Business Administration with a major in business analytics and information systems (BAIS) requires a minimum of 120 s.h., including 22 s.h. of work for the major. Students must have a cumulative grade-point average (GPA) of at least 2.00 in all college coursework attempted, all college coursework attempted in business, all college coursework attempted in the major, all coursework attempted at the University of Iowa, all business coursework attempted at the University of Iowa, and all coursework in the major attempted at the University of Iowa.

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 earning the BAIS major may not earn the major or minor in informatics.

The BBA with a major in business analytics and information systems requires the following coursework. For common BBA requirements, see the Bachelor of Business Administration in the catalog.

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Required Courses</td>
<td>16</td>
</tr>
<tr>
<td>Required Electives</td>
<td>6</td>
</tr>
</tbody>
</table>

Required Courses

Course #     Title                           | Hours |
---          |-------------------------------------------|-------|
All of these:  |                                           |       |
BAIS:3020    | Computational Thinking                    | 3     |
BAIS:3050    | Business Analytics and Information Systems Professional Preparation | 1     |
BAIS:3200    | Database Management                       | 3     |
BAIS:3250    | Data Wrangling                            | 3     |
BAIS:3500    | Data Mining                               | 3     |
BAIS:4150    | Business Analytics and Information Systems Capstone | 3     |

Required Electives

Course #     Title                           | Hours |
---          |-------------------------------------------|-------|
At least 6 s.h. from these; 3 s.h. may be taken in non-BAIS coursework:  |       |
BAIS:3025    | Business Process Automation               | 3     |
BAIS:3100    | Accounting Systems and Analytics          | 3     |
BAIS:3140    | Information Visualization                 | 3     |
BAIS:3150    | Emerging Technology Driving Business Innovation | 3     |
BAIS:3300    | Digital Product Management                | 3     |
BAIS:3400    | Cloud Computing                            | 3     |
BAIS:3600    | Data Engineering                           | 3     |
BAIS:3800    | Optimization and Simulation Modeling       | 3     |
BAIS:4220    | Advanced Database Management and Big Data  | 3     |
BAIS:4280    | Cybersecurity                              | 3     |
BAIS:4540    | Statistical Learning                       | 3     |
CS:1210      | Computer Science I: Fundamentals          | 4     |
ECON:3355    | Economic and Business Forecasting          | 3     |
MKTG:3102    | Marketing Analytics                        | 3     |
Any computer science course for which CS:1210 is a prerequisite | 3-4   |

Career Advancement

The business analytics and information systems major prepares students for wide-ranging analytics and technology-related opportunities. Graduates successfully seek careers as business analysts, data analysts, systems analysts, technology consultants and managers, and in many other types of technology and data-related careers. Graduates work in all different organizations across all industries. More details about the major and careers can be found in the Business Analytics and Information Systems Toolkit on the University Libraries website.

According to the Pomerantz Career Center’s postgraduation data, 98% 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 the Pomerantz Career Center website.

Academic Plans

Sample Plan of Study

Sample plans represent one way to complete a program of study. Actual course selection and sequence will vary and should be discussed with an academic advisor. For additional sample plans, see MyUI.

Business Analytics and Information Systems, BBA

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Academic Career</td>
<td></td>
</tr>
<tr>
<td>Any Semester</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Students are required to complete 52 s.h. of non-business coursework. Courses with a prefix of ACCT, BAIS, BUS, ECON, ENTR, FIN, MGMT, and MKTG will not count towards non-business hours. Check degree audit for non-business hours or confer with academic advisor.

Students who need to complete the World Language requirement should consult with their academic advisor about when to add courses to plan of study. World Language counts as non-business coursework.

To fulfill the Tippie RISE experiential learning requirement, complete an approved course in at least one of the following categories: research with faculty, internship course, study abroad, experiential course. Students must satisfy the Tippie College of Business residence requirement: 45 s.h. of UI coursework after admission to Tippie.

0 - 3
Completion of BAIS:2800 Foundations of Business Analytics, BAIS:3000 Operations Management, and BAIS:3005 Information Systems by the end of the second year or no later than the first semester of the third year is essential for major course sequencing.

<table>
<thead>
<tr>
<th>Hours</th>
<th>0-3</th>
</tr>
</thead>
</table>

### First Year

#### Fall

- MATH:1350 Quantitative Reasoning for Business<br>(4 hours)
- RHET:1030 Rhetoric<br>(4 hours)
- ECON:1100 Principles of Microeconomics<br>(4 hours)
- GE: Social Sciences<br>(3 hours)
- CSI:1600 Success at Iowa<br>(2 hours)

#### Hours

17

### Second Year

#### Fall

- ACCT:2100 Introduction to Financial Accounting<br>(3 hours)
- BAIS:2800 Foundations of Business Analytics<br>(3 hours)
- MGMT:2100 Introduction to Management<br>(3 hours)
- BUS:2200 Foundations for Success in Business<br>(1 hour)
- GE: Historical Perspectives<br>(3 hours)
- GE: Natural Sciences without Lab<br>(3 hours)

#### Hours

16

#### Spring

- BAIS:1500 Business Computing Essentials<br>(2 hours)
- ENGL:1200 The Interpretation of Literature<br>(3 hours)
- GE: Diversity and Inclusion<br>(3 hours)

#### Hours

16

### Third Year

#### Fall

- BAIS:3020 Computational Thinking<br>(3 hours)
- BAIS:3200 Database Management<br>(3 hours)
- MGMT:2000 Introduction to Law<br>(3 hours)
- GE: International and Global Issues<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)

#### Hours

15

#### Spring

- BAIS:3250 Data Wrangling<br>(3 hours)
- FIN:3000 Introductory Financial Management<br>(3 hours)
- Major: BAIS elective course<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)

#### Hours

16

### Fourth Year

#### Fall

- BAIS:3500 Data Mining<br>(3 hours)
- MKTG:3000 Introduction to Marketing Strategy<br>(3 hours)
- Major: BAIS elective course<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)

#### Hours

13

#### Spring

- BAIS:4150 Business Analytics and Information Systems Capstone<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)
- Minor, certificate, or non-business elective<br>(3 hours)
- Minor, certificate, or non-business elective<br>(1 hour)

#### Degree Application: apply on MyUI before deadline (typically in February for spring, September for fall)

#### Hours

13

#### Total Hours

120-123

---

a See degree audit for course options.
b Enrollment in math courses requires completion of a placement exam.
c GE courses may be completed in any order unless used as a prerequisite for another course. Students should consult with an advisor about the best sequencing of courses.
d Complete BUS:2200 by the end of the second year, before enrolling in BAIS:3050.
e Must be admitted to Tippie to enroll in BUS:3000. Generally completed during the second year, but should be taken no later than the third year.
f Select from list of approved courses in the General Catalog or on degree audit.
g Students should consider in their planning that ACCT:2200, BAIS:3250, BAIS:3500, and BUS:3000 are prerequisites for the capstone course.
h Please see Academic Calendar, Office of the Registrar website for current degree application deadlines. Students should apply for a degree for the session in which all requirements will be met. For any questions on appropriate timing, contact your academic advisor or Graduation Services.