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 skills 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 BBA requirements, see "Common BBA Requirements" in this section of the catalog.

Requirements	Hours
Required Courses	16
Required Electives	6

Required Courses

Course #	Title	Hours
All of these:		
BAIS:3020	Computational Thinking	3
BAIS:3050	Business Analytics and Information Systems Professional Preparation	1
or FIN:3500	Hawkinson Scholar Seminar	
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

Students are not guaranteed specific elective options. The availability of courses outside the Department of Business Analytics may be subject to prerequisites or restricted to students who have declared a second major within the respective department.

Course #	Title	Hours
At least 6 s.h. from these; at least 3 s.h. must be in business analytics courses (prefix BAIS):		
BAIS:3025	Business Process Automation	3
BAIS:3070	Business Analytics and Information Systems Topics	arr.
BAIS:3100/ ACCT:3600	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/ ACCT:4280	Cybersecurity	3
BAIS:4540/ DATA:4540/ IGPI:4540/ STAT:4540	Statistical Learning	3
CS:1210	Computer Science I: Fundamentals	4
ECON:3300	Introduction to Econometrics: Causal Inference With Data	3
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