

**BUSINESS ANALYTICS**
**(69 HRS.)**
**Effective Fall 2024**

COURSE	COURSE TITLE	HR	PREREQUISITE(S)
<b>BUSINESS CORE REQUIREMENTS:</b>			
ACC 201	Principles of Financial Accounting	3.0	Completed 15 credit hours
ACC 202	Principles of Managerial Accounting	3.0	C- or better grade in ACC 201 or D- or better grade in ACC 200
BA 205	Foundations of Business Analytics	3.0	None
BL 260	Principles of Business Law	3.0	None
ECON 201	Elementary Microeconomics	3.0	None
ECON 202	Elementary Macroeconomics	3.0	C- or better grade in ECON 201
ECON 221	Business Statistics	3.0	C- or better in MATH 110 or MATH 111 or MATH 113, or an appropriate score on the SAT/ACT or on the mathematics placement test or a passing (D- or better) in MATH 125, MATH 132, MATH 161, or MATH 165
FIN 300	Principles of Finance	3.0	C- or better grade in ECON 116 or ECON 201
ISOM 210	Business Information Systems	3.0	None
ISOM 249	Fundamentals of Business Communications	3.0	None
ISOM 351	Operations Management	3.0	Prerequisite or parallel: ECON 221 or MATH 181 or MATH 221 or MATH 320 or MATH 321 or NUR 314 or PSYS 241 or SOC 382 or equivalent
MATH 125	Quantitative Reasoning	3.0	None
MCOB 100	Introduction to Miller College and World of Business	1.0	Open only to Miller College Business and Exploratory Study majors. Other majors by permission.
MCOB 200	Job Search Skills	1.0	Prerequisite: MCOB 100. Open only to Miller College Business majors. Open only to freshmen, sophomores, and juniors. Other majors by permission.
MCOB 300	Transition to the Profession	1.0	Credit in MCOB 100 Prerequisite or parallel enrollment in MCOB 200. Open only to Miller College Business majors. Other majors by permission.
MGT 300	Managing Behavior in Organizations	3.0	Sophomore or higher standing
MGT 491	Business Policy and Strategic Management	3.0	Senior standing; completion of ACC 202, BA 205, ECON 202, ECON 221, BL 260, ISOM 201, ISOM 249, ISOM 351, MGT 300, MKG 300, and FIN 300. <b>No simultaneous enrollment allowed.</b>
MKG 300	Principles of Marketing	3.0	Sophomore standing or above
<b>BUSINESS ANALYTICS CORE REQUIREMENTS:</b>			
BA 305	Introduction to Business Analytics	3.0	Prerequisite or parallel: BA 205 or ECON 221 or MATH 181 or MATH 221 or MATH 320 or MATH 321 or PSYS 241 or SOC 382 equivalent or permission of the department chairperson.
BA 310	Data Visualization for Business Analytics	3.0	Sophomore standing or above or by permission of the department chairperson.
BA 345	Data Mining for Business Analytics	3.0	Prerequisite or parallel: BA 305
BA 436	Data Warehouse and Business Intelligence	3.0	Prerequisite or parallel: BA 305
BA 482	Business Analytics Research	3.0	Prerequisite or parallel: BA 345
<b>BUSINESS ANALYTICS ELECTIVES, SELECT SIX (6) HOURS FROM:</b>			
ACC 305 BIS 413 ECON 321 ECON 330 ECON 424 FIN 309 ISOM 369 LSCM 361 MKG 350 MKG 450	Accounting Systems & Analytics Database Management Systems Advanced Business Statistics Sports Economics Introduction to Econometrics Intermediate Finance Industry Internship Supply Chain Analytics Marketing Research & Analytics Advanced Marketing Research & Analytics	6.0	See course catalog for prerequisites and course descriptions.

## BUSINESS ANALYTICS

### Freshman Year

1st semester	Hrs	2nd semester	Hrs
ENG 103 or 104 (placement)	3	<b>ECON 201 (Tier 1)</b>	<b>3</b>
<b>ISOM 210</b>	3	ENG 104 or University Core course	3
<b>MCOB 100</b>	1	University Core Course	<b>3</b>
FIN 101	1	<b>MATH 125</b>	<b>3</b>
University Core Course	3	University Core Course	3
University Core Course	3		
	14		15

### Sophomore Year

1st semester	Hrs	2nd semester	Hrs
<b>ACC 201</b>	<b>3</b>	<b>ACC 202</b>	<b>3</b>
<b>ECON 202 (Tier 2)</b>	<b>3</b>	<b>MCOB 300</b>	<b>1</b>
<b>ECON 221</b>	<b>3</b>	<b>ISOM 351</b>	<b>3</b>
<b>BL 260</b>	<b>3</b>	<b>BA 205</b>	<b>3</b>
<b>MCOB 200</b>	<b>1</b>	University Core Course	3
<b>ISOM 249</b>	<b>3</b>	PFW	2
	16		15

### Junior Year

1st semester	Hrs	2nd semester	Hrs
<b>BA 305</b>	<b>3</b>	<b>BA 345</b>	<b>3</b>
<b>MGT 300</b>	<b>3</b>	<b>FIN 300</b>	<b>3</b>
<b>MKT 300</b>	<b>3</b>	<b>ECON 424</b>	<b>3</b>
BA elective*	3	BA elective*	3
General Elective	3	University Core or General elective	3
	15		15

### Senior Year

1st semester	Hrs	2nd semester	Hrs
<b>BA 436</b>	<b>3</b>	<b>MGT 491 (Tier 3)</b>	<b>3</b>
<b>BA 310</b>	<b>3</b>	<b>BA 482</b>	<b>3</b>
General elective	3	General elective	3
General elective	3	General elective	3
General elective	3	General elective	3
	15		15

**Minimum 120 hours**

**BOLD** = required business courses

\* = Major electives

*This document is a suggested guideline; it is the student's responsibility to meet with their advisor regularly to verify all requirements are being met for graduation.*

