

# BS IN BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)

Units required for major: 45

## Program Description

The Business Analytics concentration prepares students to connect data and models to substantive business problems so better business decisions can be made. The program focuses on using quantitative approaches to help improve decision making and performance in business. To better understand business situations, students focus on collecting and analyzing data, drawing on computer technology, statistics, applied mathematics, and machine learning techniques. The program covers database, data visualization tools and techniques, statistical modeling, data mining, optimization, simulation, and their applications in business disciplines such as accounting, finance, human resources, insurance, management, and marketing.

## Pre-Requisite Requirements

A student **may not enroll** in any of the Major program or Concentration courses until he/she has completed the Pre-Requisite lower division program with a grade of "C-" or better in each course and an overall GPA of 2.0 ("C"), with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

Students enrolled as Expressed Interest in Business may enroll in the following courses after completing the lower division pre-requisite requirements:

### Computer Literacy

All business majors must meet spreadsheet competency **prior** to taking 100-level business courses. This requires completing MIS 10, Spreadsheet Skills (or equivalent).

### Minimum Grade Requirements

The purpose of this requirement is to assure that all business administration students attain the minimum level of competency in all their coursework required for the business administration degree.

The minimum acceptable grade for any undergraduate course required for the business administration degree is "C-" with the exception of MATH 24 which requires a minimum acceptable grade of "C" or better.

A minimum grade point average of 2.0 ("C") is required in the Pre-Requisite courses, Major Core courses, and the Concentration courses presented for the degree.

## Program Requirements

Code	Title	Units
<b>Required Lower Division (pre-requisites) (21 Units) <sup>1,2</sup></b>		
ACCY 1	Accounting Fundamentals	3
ACCY 2	Managerial Accounting	3
ECON 1A	Introduction to Macroeconomic Analysis	3
ECON 1B	Introduction to Microeconomic Analysis	3
MATH 24	Modern Business Mathematics	3

MGMT 10	Introduction to Business Law	3
STAT 1	Introduction to Statistics	3
<b>Total Units</b>		<b>21</b>

- <sup>1</sup> When enrolled in the last of the pre-requisite courses, students must file the supplemental business application to officially apply to Business Administration as their major. Visit [www.csus.edu/cba/ubac/iimpaction.html](http://www.csus.edu/cba/ubac/iimpaction.html) for more information.
- <sup>2</sup> Students who do not complete the required prerequisites as presented in the following Business Major program are subject to being administratively dropped from courses in which they are inappropriately enrolled.

Code	Title	Units
<b>Required Upper Division (Major) Core Courses (24 Units)</b>		
DS 101	Introduction to Business Analytics	3
FIN 101	Business Finance	3
GM 105	Strategic Management	3
HROB 101	The Management of Contemporary Organizations	3
MGMT 102	Business Communications	3
MIS 101	Computer Information Systems for Management	3
MKTG 101	Principles Of Marketing	3
OPM 101	Operations Management	3
<b>Business Analytics Concentration (21 Units)</b>		
<i>Required Courses</i>		
MIS 183	Business Intelligence Applications	3
DS 110	Data Mining for Business Analytics	3
DS 115	Advanced Business Analytics	3
<i>Electives</i>		
Select four of the following:		12
DS 105	Decision Analytics	
FIN 136	Modern Portfolio Management	
FIN 160	Student Investment Fund Management	
MIS 15	Introduction to Business Programming	
MIS 150	Database Systems for Business	
MIS 163	Business Process Engineering and ERP Configuration	
MIS 171	Enterprise Resource Planning Systems	
MKTG 115	Marketing Analytics	
MKTG 121	Marketing Research and Information	
MKTG 130	Digital Marketing	
MKTG 188	Supply Chain Modeling and Analysis	
<b>Total Units</b>		<b>45</b>

## General Education Requirements <sup>1</sup>