

BUSINESS DATA ANALYTICS, BBA

Bachelor of Business Administration in Business Data Analytics (325005BBA)

More on the Business Data Analytics major (<https://www.uakron.edu/data-analytics/>)

The BBA Business Data Analytics major prepares students to answer important questions that arise in decision making in business and the public sector that can be informed by economics and analyzed using data. Core competencies include critical thinking skills, data acquisition skills, data analysis techniques, the application of economic theory to analyze economic data, communication skills, and proficiency in the use of data analytic computer software used in the workplace. Students gain experience in applying economic theory in a wide variety of settings and round out that training with a cognate set of data analytic coursework from the College of Business and elsewhere. After completing the program students can expect job opportunities as an analyst in a wide variety of fields including general business, banking, financial services, federal, state and local government, consulting, and not-for-profit organizations

College of Business Undergraduate Programs

<http://www.uakron.edu/business/advising> (<http://www.uakron.edu/business/advising/>)

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College of Business room 260

The following information has official approval of **The Department of Economics** and **The College of Business**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (Stellic) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

Requirements Summary

Code	Title	Hours
	General Education Requirements (https://bulletin.uakron.edu/undergraduate/general-education/)	36
	Additional Business Requirements	3-4
	College of Business Core	42
	Business Data Analytics Requirements	33-34
	Additional Credits for Graduation *	6-4
Total Hours		120

* Bachelor's degrees require a minimum of 120 credit hours for graduation.

Recommended General Education Courses

Code	Title	Hours
Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.		
Students are not required to enroll in the specific courses listed below. However, to facilitate successful degree completion, the academic department strongly encourages completion of the following recommendations.		
Academic Foundations		12
<i>Mathematics, Statistics and Logic: 3 credit hours</i>		
MATH 210	Calculus with Business Applications ¹ or MATH 221 Analytic Geometry-Calculus I	
<i>Speaking: 3 credit hours</i>		
COMM 105	Introduction to Public Speaking or COMM 106 Effective Oral Communication	
<i>Writing: 6 credit hours</i>		
ENGL 111	English Composition I	
ENGL 112	English Composition II	
Breadth of Knowledge		22
<i>Arts/Humanities: 9 credit hours</i>		
<i>Natural Sciences: 7 credit hours</i>		
<i>Social Sciences: 6 credit hours</i>		
ANTH 251	Human Diversity	
ECON 200	Principles of Microeconomics	
Diversity		
Domestic Diversity		
ECON 487	Urban Economics: Theory & Policy	
Global Diversity		
ECON 460	Economics of Developing Countries	
Integrated and Applied Learning		2
<i>Select one class from one of the following subcategories:</i>		
Complex Issues Facing Society		
ECON 385	Economics of Natural Resources & the Environment	
Capstone		
<i>Review the General Education Requirements page for detailed course listings.</i>		
Total Hours		36

Additional Business Requirements

Code	Title	Hours
Required Business Courses		
MATH 210	Calculus with Business Applications or MATH 221 Analytic Geometry-Calculus I	3-4
Recommended Business Courses		
BUSN 110	College of Business Success Seminar ¹	
BUSN 200	Personal Leadership Skills	
Total Hours		3-4

¹ Required for some 1st year students

College of Business Core ¹

Code	Title	Hours
ECON 201 or ECON 244	Principles of Macroeconomics ² Introduction to Economic Analysis	3
ECON 325	Applied Econometrics I	3
BUSN 230 or COMM 235	Business Communication Business and Professional Communication	3
ACCT 201	Accounting Principles I	3
ACCT 202	Accounting Principles II	3
ACCT 250	Spreadsheet Modeling & Decision Analysis	3
BLAW 220	Legal & Social Environment of Business	3
FIN 301	Principles of Finance	3
MGMT 304	Business Statistics	3
MGMT 201	Management: Principles & Concepts	3
MGMT 490	Strategic Management	3
SCM 330	Principles of Supply Chain and Operations Management	3
MKTG 205	Marketing Principles	3
INTB 205	International Business	3
Total Hours		42

¹ Student must also have a minimum cumulative GPA of 2.0 across the College of Business Core.

² Students cannot get credit for both ECON 201 and ECON 244.

Business Data Analytics Requirements

Code	Title	Hours
ECON 326	Applied Econometrics II	3
ECON 400	Intermediate Macroeconomics	3
ECON 410	Intermediate Microeconomics	3
ECON 427	Economic Forecasting	3
ISM 324	Database Management for Information Systems	3
Economic Electives		9
	ECON xxx	

Data Analytic Courses Outside of Economics ¹ 9-10

Management - complete 9 credits from the list below

ISM 325	Systems, Analysis, & Design	
ISM 425	Decision Support with Data Warehousing & Data Mining	
SCM 333	Supply Chain and Operations Analysis	
SCM 390	Supply Chain Modeling and Decision Making	

Finance - complete 9 credits from the list below

FIN 302	Intermediate Corporate Finance	
FIN 343	Investments	
FIN 436	Commercial Bank Management	
FIN 448	Advanced Portfolio Management	
FIN 489	Advanced Financial Analytics	

Marketing - complete 10 credits from the list below

MKTG 335	Marketing Research	
MKTG 355	Consumer Behavior	
MKTG 375	Marketing & Sales Analytics	

MKTG 385	Data Visualization	
Total Hours		33-34

¹ Choose 9 credit hours of coursework in either Management or Finance in the list provided or 10 credit hours in Marketing.

Graduation Requirements – Review DPR for Status

- 120 Credit Hours
- CBA residency = Last 15 credits earned in the College of Business
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0

Recommended Sequence

1st Year		Hours
Fall Semester		
BUSN 110	College of Business Success Seminar	1
ENGL 111	English Composition I	3
MATH 210	Calculus with Business Applications	3
COMM 105 or COMM 106	Introduction to Public Speaking or Effective Oral Communication	3
	Social Science Requirement (recommended SOCIO 100 Introduction to Sociology)	3
	Humanities Requirement	3
Hours		16

Spring Semester		Hours
BUSN 111	Professional Development Seminar	1
ENGL 112	English Composition II	3
	Arts/Humanities Requirement	3
	Natural Science with Lab Requirement	4
	Arts Requirement	3
	Global Diversity Requirement	3
Hours		17

2nd Year		Hours
Fall Semester		
ECON 200	Principles of Microeconomics	3
ACCT 201	Accounting Principles I	3
ACCT 250	Spreadsheet Modeling & Decision Analysis	3
BLAW 220	Legal & Social Environment of Business	3
MKTG 205	Marketing Principles	3
Hours		15

Spring Semester		Hours
ECON 201	Principles of Macroeconomics	3
BUSN 230 or COMM 235	Business Communication or Business and Professional Communication	3
ACCT 202	Accounting Principles II	3
MGMT 201	Management: Principles & Concepts	3
INTB 205	International Business	3
Hours		15

3rd Year**Fall Semester**

FIN 301	Principles of Finance	3
MGMT 304	Business Statistics	3
ISM 324	Database Management for Information Systems	3
SCM 330	Principles of Supply Chain and Operations Management	3
	Complex Issues Requirement	3
Hours		15

Spring Semester

ECON 325	Applied Econometrics I	3
	Economics Elective	3
	Economics Elective	3
	Concentration Course	3
	Natural Science Requirement	3
Hours		15

4th Year**Fall Semester**

ECON 326	Applied Econometrics II	3
ECON 410	Intermediate Microeconomics	3
ECON 427	Economic Forecasting	3
	Economics Elective	3
	Concentration Course	3
Hours		15

Spring Semester

MGMT 490	Strategic Management	3
ECON 400	Intermediate Macroeconomics	3
	Concentration Course	3
	Free Electives	3
Hours		12
Total Hours		120