BUSINESS DATA ANALYTICS, BBA

Bachelor of Arts 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.

The following information has official approval of The Department of Economics and The College of Business Administration, 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 (DPR) 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education Requirements (<a href="https://bulletin.uakron.edu/undergraduate/general-education/">https://bulletin.uakron.edu/undergraduate/general-education/</a>)</td>
<td>34</td>
<td></td>
</tr>
<tr>
<td>Additional Business Requirements</td>
<td>6-7</td>
<td></td>
</tr>
<tr>
<td>College of Business Administration Core</td>
<td>39</td>
<td></td>
</tr>
<tr>
<td>Business Data Analytics Requirements</td>
<td>33-34</td>
<td></td>
</tr>
<tr>
<td>Additional Credits for Graduation *</td>
<td>8-6</td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td>120</td>
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* Bachelor’s degrees require a minimum of 120 credit hours for graduation.

Recommended General Education Courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Students pursuing a bachelor’s degree must complete three tiers of General Education coursework. Tiers I and II provide students with foundational skills and breadth of disciplinary knowledge. Tier III courses require students to integrate knowledge, understand diverse perspectives, and think critically about complex issues. Courses tagged for Tier III may also fulfill major or Disciplinary Area requirements. 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.</td>
<td></td>
</tr>
<tr>
<td>Tier I: Academic Foundations</td>
<td>12</td>
<td></td>
</tr>
<tr>
<td>3450:145</td>
<td>Algebra for Calculus</td>
<td></td>
</tr>
<tr>
<td>7600:105</td>
<td>Introduction to Public Speaking or 7600:106 Effective Oral Communication</td>
<td></td>
</tr>
<tr>
<td>3300:111</td>
<td>English Composition I</td>
<td></td>
</tr>
<tr>
<td>3300:112</td>
<td>English Composition II</td>
<td></td>
</tr>
<tr>
<td>Tier II: Disciplinary Areas</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>3250:200</td>
<td>Principles of Microeconomics</td>
<td></td>
</tr>
<tr>
<td>Tier III: Tagged Courses</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3230:251</td>
<td>Human Diversity</td>
<td></td>
</tr>
<tr>
<td>3250:487</td>
<td>Economics of Developing Countries</td>
<td></td>
</tr>
<tr>
<td>3250:385</td>
<td>Economics of Natural Resources &amp; the Environment</td>
<td></td>
</tr>
<tr>
<td>3250:400</td>
<td>Intermediate Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>3250:410</td>
<td>Intermediate Microeconomics</td>
<td></td>
</tr>
<tr>
<td>3250:460</td>
<td>Economics of Developing Countries</td>
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</tr>
<tr>
<td>3250:487</td>
<td>Urban Economics: Theory &amp; Policy</td>
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</tr>
<tr>
<td>3250:410</td>
<td>Intermediate Microeconomics</td>
<td></td>
</tr>
<tr>
<td>3250:210</td>
<td>Calculus with Business Applications</td>
<td></td>
</tr>
<tr>
<td>3250:221</td>
<td>Analytic Geometry-Calculus I</td>
<td></td>
</tr>
<tr>
<td>3250:201</td>
<td>Principles of Macroeconomics</td>
<td></td>
</tr>
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<tr>
<td>3250:201</td>
<td>Principles of Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>6100:110</td>
<td>College of Business Administration Success Seminar</td>
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Total Hours 34

Additional Business Requirements

<table>
<thead>
<tr>
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<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>3450:210</td>
<td>Calculus with Business Applications</td>
<td></td>
</tr>
<tr>
<td>3450:221</td>
<td>Analytic Geometry-Calculus I</td>
<td></td>
</tr>
<tr>
<td>3250:201</td>
<td>Principles of Macroeconomics</td>
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</tr>
<tr>
<td>6100:110</td>
<td>College of Business Administration Success Seminar</td>
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### College of Business Administration Core

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>3250:325</td>
<td>Applied Econometrics I</td>
<td>3</td>
</tr>
<tr>
<td>6100:230</td>
<td>Business Communication</td>
<td>3</td>
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<tr>
<td>6200:201</td>
<td>Accounting Principles I</td>
<td>3</td>
</tr>
<tr>
<td>6200:202</td>
<td>Accounting Principles II</td>
<td>3</td>
</tr>
<tr>
<td>6200:250</td>
<td>Spreadsheet Modeling &amp; Decision Analysis</td>
<td>3</td>
</tr>
<tr>
<td>6400:220</td>
<td>Legal &amp; Social Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>6400:301</td>
<td>Principles of Finance</td>
<td>3</td>
</tr>
<tr>
<td>6500:301</td>
<td>Management: Principles &amp; Concepts</td>
<td>3</td>
</tr>
<tr>
<td>6500:304</td>
<td>Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>6500:330</td>
<td>Principles of Supply Chain and Operations</td>
<td>3</td>
</tr>
<tr>
<td>6500:490</td>
<td>Strategic Management</td>
<td>3</td>
</tr>
<tr>
<td>6600:205</td>
<td>Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>6800:305</td>
<td>International Business</td>
<td>3</td>
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<tr>
<td></td>
<td>Total Hours</td>
<td>39</td>
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### Business Data Analytics Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>3250:326</td>
<td>Applied Econometrics II</td>
<td>3</td>
</tr>
<tr>
<td>3250:400</td>
<td>Intermediate Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>3250:410</td>
<td>Intermediate Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>3250:427</td>
<td>Economic Forecasting</td>
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<tr>
<td>6500:324</td>
<td>Database Management for Information Systems</td>
<td>3</td>
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<tr>
<td></td>
<td>Data Analytic Courses Outside of Economics ¹</td>
<td>9-10</td>
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</table>

**Management - complete 9 credits from the list below**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6500:325</td>
<td>Systems, Analysis, &amp; Design</td>
</tr>
<tr>
<td>6500:333</td>
<td>Supply Chain and Operations Analysis</td>
</tr>
<tr>
<td>6500:390</td>
<td>Supply Chain Modeling and Decision Making</td>
</tr>
<tr>
<td>6500:425</td>
<td>Decision Support with Data Warehousing &amp; Data Mining</td>
</tr>
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</table>

**Finance - complete 9 credits from the list below**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>6400:302</td>
<td>Intermediate Corporate Finance</td>
</tr>
<tr>
<td>6400:343</td>
<td>Investments</td>
</tr>
<tr>
<td>6400:436</td>
<td>Commercial Bank Management</td>
</tr>
<tr>
<td>6400:448</td>
<td>Advanced Portfolio Management</td>
</tr>
<tr>
<td>6400:489</td>
<td>Advanced Financial Analytics</td>
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</table>

**Marketing - complete 10 credits from the list below**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>6600:335</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>6600:336</td>
<td>Marketing Research Lab</td>
</tr>
<tr>
<td>6600:355</td>
<td>Consumer Behavior</td>
</tr>
<tr>
<td>6600:375</td>
<td>Marketing &amp; Sales Analytics</td>
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</table>

**Economic Electives** 9

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3250:xxx</td>
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</tbody>
</table>

|         | 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 CBA
- Overall GPA = 2.3
- Major GPA = 2.0
- Business & Economics GPA = 2.0