

## Overview of the Business Analytics Major Program

The Business Analytics major will feature a multi-disciplinary curriculum that focuses on developing new insights and understanding of business performance based on data and statistical methods. The program will help students develop strong analytical skills and technological expertise in business analytics. The undergraduate business analytics major will prepare students to succeed in a data-driven world, providing exposure to software platforms and techniques used to store, transform, manipulate, analyze and interpret small and large sets of data. The program requirements are comprised of 120 credits including 42 credits in General Education program coursework, 51-52 credits of CBA core, and 24 credits in the Business Analytics major. The projected time to degree is four years for full-time students. The program will include a wide range of required and elective courses covering topics including: statistics, data visualization, databases, data mining, business forecasting and performance analysis. The emphasis on both business and analytics will empower students to make optimal business decisions using trending analytic tools. Elective courses outside the College of Business Administration from Statistics, Computer Science and Geography contribute to the multi-disciplinary nature of the program. The new major will prepare students for rewarding careers in the business analytics area.

## Student Learning Outcomes and Program Objectives

As a B.S. major, the program will include curricular components expected of all College of Business Administration degree programs at UW-La Crosse. Graduates are expected to be able to demonstrate the following curriculum goals: 1) communication, 2) critical thinking, 3) global context of business, 4) social responsibility and 5) major competency. Upon completion of the B.S. in Business Analytics, students will be able to:

1. understand the role and application of business analytics in an organization,
2. demonstrate knowledge of common business analytics software tools and technologies that may be applied to solve business problems,
3. apply creative and critical thinking to find business solutions using trending analytic tools and technologies,
4. ethically use and apply data to make evidence-based decisions, and
5. communicate findings to support business decision making.

## Business Analytics Course Requirements

### Business Foundation Requirements (50-51 credits):

ACC 221	Accounting Principles I	3 credits
ACC 222	Accounting Principles II	3 credits
BLAW 205	The Legal and Ethical Environment of Business	3 credits
ECO 110	Microeconomics and Public Policy	3 credits
ECO 120	Global Macroeconomics	3 credits
ECO 230	Data Analysis for Business Applications	3 credits
ENG 110	College Writing	3 credits
or ENG 112	College Writing AP (Advanced Placement)	
FIN 355	Principles of Financial Management	3 credits
IS 220	Information Systems for Business Management	3 credits
MGT/MKT 301	Business Communication	3 credits
MGT 308	Organizational Behavior	3 credits
MGT 393	Production and Operations Management	3 credits
MGT 449	CBA Capstone: Applied Business Strategy	3 credits
MKT 309	Principles of Marketing	3 credits
MTH 160	Mathematics for Business	4-5 credits
or MTH 175	Applied Calculus	
or MTH 207	Calculus I	
STAT 145	Elementary Statistics (or equivalent)	4 credits

**Major course requirements (24 credits):**Core

IS 300	Data Management for Business Problem Solving and Decision Making	3 credits
IS 320	Enterprise Systems for Decision Making and Data Analytics	3 credits
IS 360	Management of Business Analytics	3 credits
IS 440	Business Data Visualization and Communication	3 credits

Group 1:Select one of the following:

ECO 307	Intro to Econometrics, Forecasting and Time Series	3 credits
STAT 405	Statistical Methods	3 credits

Group 2:Complete 9 Elective Credits:

ACC 327	Accounting Information Systems	3 credits
CS 115	Intro to Python	3 credits
GEO 305	Geographic Information System and Science I	3 credits
GEO 405	Geographic Information System and Science II	3 credits
IS 340	Ethical Issues, Security Management and Compliance	3 credits
IS 405	Special Topics in IS	3 credits
IS 451	CBA Management Information Systems Internship	3 credits
FIN 437	Financial Modeling	3 credits
MGT 402	Healthcare Analytics Management	3 credits
MKT 465	Digital Marketing and Analytics	3 credits
MKT 467	Marketing Analytics	3 credits
STAT 443	Categorical Data Analysis	3 credits
STAT 445	Correlation and Regression Analysis	3 credits
STAT 446	Analysis of Variance and Design of Experiments	3 credits
STAT 448	Operations Research	3 credits
STAT 449	Applied Multivariate Statistics	3 credits

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**Total Credits****101-102 credits**

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**Questions**

If you have any questions about the Business Analytics major, please contact Dr. Peter Haried @ [pharied@uwlax.edu](mailto:pharied@uwlax.edu) or visit the Information Systems Department website @ [www.uwlax.edu/is](http://www.uwlax.edu/is)