# BUSINESS ANALYTICS UNDERGRADUATE MAJOR (BS, HBS)

This major offers the following option(s):

- Dean’s Academy (http://catalog.oregonstate.edu/college-departments/business/business-analytics-bs-hbs/deans-academy-option/)
- Digital Marketing Analytics (http://catalog.oregonstate.edu/college-departments/business/business-analytics-bs-hbs/digital-marketing-analytics-option/)
- Market Research and Consumer Analytics (http://catalog.oregonstate.edu/college-departments/business/business-analytics-bs-hbs/market-research-consumer-analytics-option/)

Also available via Ecampus.

In the business analytics core, students will be introduced to topics and techniques associated with data mining, data visualization, text mining, and advanced statistical tools and techniques.

**Major Code: 899**

- Identify and describe complex business problems in terms of analytical models.
- Apply the primary statistical, quantitative and business analytics tools and techniques to support common business decision-making applications.
- Analyze the applications of business analytics in real-world business situations.
- Communicate technical information to both technical and non-technical audiences in writing and with visualizations.
- Demonstrate ethical decision-making in structured or unstructured and ambiguous situations.

Business Analytics major requirements are divided into two parts – lower-division and upper-division. The lower-division business core program involves completion of courses within the first and second year (see core curriculum below) that build a solid foundation for the upper-division Business Analytics and business curricula. The lower-division business core coursework may be completed at OSU or any accredited college or university that offers equivalent courses transferable to OSU.

## Business Analytics Core Curriculum (85-91)

The business analytics core curriculum provides students with a broad overview of business; basic skills in accounting and quantitative methods; an understanding of the legal and social environment of business; a background in management and organizational behavior, marketing, finance, and operations management; an understanding of the entrepreneurial process; and the opportunity to integrate coursework and further develop decision-making skills through the analysis of business cases.

### First Year

Students entering OSU on the Corvallis campus as their first college experience are required to participate in Innovation Nation, the College of Business Living-Learning Community (LLC). These students, as well as students who transfer in the winter term into the business analytics major from another college or university, will complete the following three-course sequence during their first year:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 160 or BA 163</td>
<td>B-ENGAGED or B-ENGAGED</td>
</tr>
<tr>
<td>BA 161</td>
<td>INNOVATION NATION—AWARENESS TO ACTION</td>
</tr>
<tr>
<td>BA 162</td>
<td>INNOVATION NATION—IDEAS TO REALITY</td>
</tr>
</tbody>
</table>

All other students, including Ecampus students, will complete the following course:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 101</td>
<td>BUSINESS NOW</td>
</tr>
</tbody>
</table>

All students should also complete:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 111 or COMM 114 or COMM 218</td>
<td>*PUBLIC SPEAKING or *ARGUMENT AND CRITICAL DISCOURSE or *INTERPERSONAL COMMUNICATION</td>
</tr>
<tr>
<td>MTH 241</td>
<td>*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE</td>
</tr>
</tbody>
</table>

### Credits

13

### Second Year

All second year students should complete the following courses: 1

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</thead>
<tbody>
<tr>
<td>BA 281</td>
<td>PROFESSIONAL DEVELOPMENT</td>
</tr>
<tr>
<td>BA 282</td>
<td>DRAFTING YOUR CAREER BLUEPRINT</td>
</tr>
<tr>
<td>BA 283</td>
<td>CREATIVITY, CULTURE, AND THE WORKPLACE</td>
</tr>
<tr>
<td>BA 284</td>
<td>FOUNDATIONS OF PERSONAL FINANCE I</td>
</tr>
<tr>
<td>BA 211</td>
<td>FINANCIAL ACCOUNTING</td>
</tr>
<tr>
<td>BA 213</td>
<td>MANAGERIAL ACCOUNTING</td>
</tr>
<tr>
<td>BA 223 or BA 390</td>
<td>PRINCIPLES OF MARKETING or PRINCIPLES OF MARKETING</td>
</tr>
<tr>
<td>BA 230</td>
<td>BUSINESS LAW I</td>
</tr>
<tr>
<td>BA 240 or BA 350</td>
<td>FINANCE or INTRODUCTION TO FINANCIAL MANAGEMENT</td>
</tr>
<tr>
<td>BA 260</td>
<td>INTRODUCTION TO ENTREPRENEURSHIP</td>
</tr>
<tr>
<td>BA 270</td>
<td>BUSINESS PROCESS MANAGEMENT</td>
</tr>
<tr>
<td>ECON 201 or ECON 202</td>
<td>*INTRODUCTION TO MICROECONOMICS or *INTRODUCTION TO MACROECONOMICS</td>
</tr>
</tbody>
</table>

### Credits

42

### Third Year

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 311</td>
<td>FRAMING YOUR CAREER PLAN</td>
</tr>
<tr>
<td>BA 312</td>
<td>FOUNDATIONS OF PERSONAL FINANCE II</td>
</tr>
<tr>
<td>BA 313</td>
<td>THE ORANGE AND BLACK CASE COMPETITION</td>
</tr>
<tr>
<td>BA 347</td>
<td>INTERNATIONAL BUSINESS</td>
</tr>
<tr>
<td>BA 352</td>
<td>MANAGING INDIVIDUAL AND TEAM PERFORMANCE</td>
</tr>
<tr>
<td>BA 354</td>
<td>*MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</td>
</tr>
</tbody>
</table>

### Credits

4
BA 357  OPERATIONS MANAGEMENT 4
BA 370  BUSINESS INFORMATION SYSTEMS OVERVIEW 4
or ACTG 378  or ACCOUNTING INFORMATION MANAGEMENT
WR 222  or *ENGLISH COMPOSITION 3
or WR 322  or *ENGLISH COMPOSITION
or WR 327  or *TECHNICAL WRITING

Fourth Year
BA 411  NAVIGATING YOUR WORKPLACE 1
BA 412  FINANCIAL PLANNING I 1
BA 413  FINANCIAL PLANNING II 1
BA 466  INTEGRATIVE STRATEGIC EXPERIENCE 4

Credits 26

Second Year
BA 260  INTRODUCTION TO ENTREPRENEURSHIP 4
BA 281  PROFESSIONAL DEVELOPMENT 3
BA 282  DRAFTING YOUR CAREER BLUEPRINT 1

Credits 15

* Baccalaureate Core Course (BCC)
^ Writing Intensive Course (WIC)
1 For students who transfer into College of Business business-related programs, the Blueprint transition courses meet the same outcomes as the professional development (Blueprint) course series accounting for the student's academic year when they transfer into the business program

Business Analytics Curriculum (44)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 275</td>
<td>FOUNDATIONS OF STATISTICAL INFERENCE</td>
<td>4</td>
</tr>
<tr>
<td>BA 375</td>
<td>APPLIED QUANTITATIVE METHODS</td>
<td>4</td>
</tr>
<tr>
<td>BA 474</td>
<td>DATA MANAGEMENT</td>
<td>3</td>
</tr>
<tr>
<td>BA 475</td>
<td>DATA EXPLORATION AND VISUALIZATION</td>
<td>3</td>
</tr>
<tr>
<td>BA 476</td>
<td>DATA AND TEXT MINING</td>
<td>3</td>
</tr>
<tr>
<td>BA 481</td>
<td>INTRODUCTION TO BUSINESS ANALYTICS</td>
<td>4</td>
</tr>
</tbody>
</table>

Option Courses 23

Total Credits 44

Major Code: 899

First Year

Fall
BA 160  B-ENGAGED 3
MTH 111  *COLLEGE ALGEBRA 4
WR 121  *ENGLISH COMPOSITION 3

Bio Bacc Core Lab Science 4

Credits 14

Winter
BA 161  INNOVATION NATION—AWARENESS TO ACTION 3
MTH 241  *CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE 4
COMM 111  *PUBLIC SPEAKING 3
or COMM 114  or *ARGUMENT AND CRITICAL DISCOURSE
or COMM 218  or *INTERPERSONAL COMMUNICATION
Phys Bacc Core Lab Science 4
HHS 231  *LIFETIME FITNESS FOR HEALTH 2

Credits 16

Spring
BA 162  INNOVATION NATION—IDEAS TO REALITY 3
ECON 201  *INTRODUCTION TO MICROECONOMICS 4
WR 222  or *ENGLISH COMPOSITION 3

Bio/Phys Bacc Core Lab Science 4
PAC course 1

Credits 15

Second Year

Fall
ECON 202  or *INTRODUCTION TO MACROECONOMICS 4

BA 370  BUSINESS INFORMATION SYSTEMS OVERVIEW 4
or ACTG 378  or ACCOUNTING INFORMATION MANAGEMENT
WR 222  or *ENGLISH COMPOSITION 3

BA 260  INTRODUCTION TO ENTREPRENEURSHIP 4
BA 281  PROFESSIONAL DEVELOPMENT 3
BA 282  DRAFTING YOUR CAREER BLUEPRINT 1

Credits 15

Winter
BA 211  FINANCIAL ACCOUNTING 4
BA 275  FOUNDATIONS OF STATISTICAL INFERENCE 4
BA 283  CREATIVITY, CULTURE, AND THE WORKPLACE 1

BA 284  FOUNDATIONS OF PERSONAL FINANCE I 1

Elective 2

Credits 15

Third Year

Fall
BA 311  FRAMING YOUR CAREER PLAN 1
BA 223  PRINCIPLES OF MARKETING 4
BA 352  MANAGING INDIVIDUAL AND TEAM PERFORMANCE 4
BA 357  OPERATIONS MANAGEMENT 4

Bacc Core: Diff/Power/Disc 3

Credits 16

Winter
BA 312  FOUNDATIONS OF PERSONAL FINANCE II 1
BA 240  FINANCE 4
BA 347  INTERNATIONAL BUSINESS 4
BA 354  or MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY 4

Bacc Core: Cont Global Issues 3

Credits 16

Spring
BA 313  THE ORANGE AND BLACK CASE COMPETITION 1
BA 370  BUSINESS INFORMATION SYSTEMS OVERVIEW 4
BA 375  APPLIED QUANTITATIVE METHODS 4

Bacc Core: Sci/Tech/Society 3

Elective 1

Credits 13

Fourth Year

Fall
BA 411  NAVIGATING YOUR WORKPLACE 1
BA 466  INTEGRATIVE STRATEGIC EXPERIENCE 4
BA 481  INTRODUCTION TO BUSINESS ANALYTICS 4

Option 1 4
Option 2 4

Credits 17

Winter
BA 412  FINANCIAL PLANNING I 1
BA 474  DATA MANAGEMENT 3
BA 475  DATA EXPLORATION AND VISUALIZATION 3

Option 3 4
Option 4 4

Credits 15

Spring
BA 413  FINANCIAL PLANNING II 1
BA 476  DATA AND TEXT MINING 3

MGMT 477/MRKT 477  INTEGRATED HUMAN RESOURCE ANALYTICS PROJECT (Capstone) 4
| Option 5 | 4 |
| Elective | 2 |
| Credits | 14 |
| Total Credits | 181 |