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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lower Division</td>
<td>Business Core Courses (40-43)</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Math, Economics, Writing and Communications (15)</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Business Analytics Course</td>
<td>1</td>
</tr>
<tr>
<td>Upper Division</td>
<td>Writing (3)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Business Core Courses (30)</td>
<td>30</td>
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<tr>
<td></td>
<td>Business Analytics Courses (40)</td>
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University General Education Requirements

<table>
<thead>
<tr>
<th>Credits</th>
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<tbody>
<tr>
<td>5-8</td>
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Total credits required for graduation

<table>
<thead>
<tr>
<th>Credits</th>
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<tbody>
<tr>
<td>180</td>
</tr>
</tbody>
</table>

11 credits from lower-division business core satisfy University General Education Requirements

3 credits from upper-division business core satisfy University General Education Requirements

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.

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BA 160 or BA 163</td>
<td>4</td>
</tr>
<tr>
<td>BA 161</td>
<td>4</td>
</tr>
<tr>
<td>BA 162</td>
<td>4</td>
</tr>
<tr>
<td>COMM 111 or COMM 114 or COMM 218</td>
<td>4</td>
</tr>
<tr>
<td>MTH 241</td>
<td>4</td>
</tr>
</tbody>
</table>

All other students, including Ecampus students, will complete the following three-course sequence during their first year:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BA 160</td>
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<tr>
<td>BA 161</td>
<td>4</td>
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<tr>
<td>BA 162</td>
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All students should also complete:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>COMM 111 or COMM 114 or COMM 218</td>
<td>4</td>
</tr>
<tr>
<td>MTH 241</td>
<td>4</td>
</tr>
</tbody>
</table>

Credits

13

Second Year

All second year students should complete the following courses: 1

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BA 281</td>
<td>3</td>
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<tr>
<td>BA 282</td>
<td>1</td>
</tr>
<tr>
<td>BA 283</td>
<td>1</td>
</tr>
<tr>
<td>BA 284</td>
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</tr>
<tr>
<td>BA 211</td>
<td>4</td>
</tr>
<tr>
<td>BA 213</td>
<td>4</td>
</tr>
<tr>
<td>BA 223 or BA 390</td>
<td>4</td>
</tr>
<tr>
<td>BA 230</td>
<td>4</td>
</tr>
<tr>
<td>BA 240 or BA 360</td>
<td>4</td>
</tr>
<tr>
<td>BA 260</td>
<td>4</td>
</tr>
<tr>
<td>BA 270</td>
<td>4</td>
</tr>
<tr>
<td>ECON 201 or ECON 202</td>
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</tbody>
</table>

Credits

42

Third Year

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BA 311</td>
<td>1</td>
</tr>
<tr>
<td>BA 312</td>
<td>1</td>
</tr>
<tr>
<td>BA 313</td>
<td>1</td>
</tr>
<tr>
<td>BA 347</td>
<td>4</td>
</tr>
<tr>
<td>BA 352</td>
<td>4</td>
</tr>
</tbody>
</table>
Business Analytics Undergraduate Major (BS, HBS)

BA 354  *MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY 4
BA 357  OPERATIONS MANAGEMENT 4
BA 370  BUSINESS INFORMATION SYSTEMS OVERVIEW 4
or ACTG 378 ACCOUNTING INFORMATION MANAGEMENT
WR 222  *ENGLISH COMPOSITION 3
or WR 323  or *ENGLISH COMPOSITION
or WR 327  or *TECHNICAL WRITING

Credits  26

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  7

Total Credits  88

* Baccalaureate Core Course (BCC)

1

Writing Intensive Course (WIC)

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>
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</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>
<tr>
<td>PAC course</td>
<td></td>
<td>1</td>
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</table>

Second Year

Fall
EDON 202  *INTRODUCTION TO MACROECONOMICS 4
BA 260  INTRODUCTION TO ENTREPRENEURSHIP 4
BA 281  PROFESSIONAL DEVELOPMENT 3
BA 282  DRAFTING YOUR CAREER BLUEPRINT 1

Bacc Core: Literature & Arts 3

Credits  15

Winter
BA 211  FINANCIAL ACCOUNTING 4
BA 275  FOUNDATIONS OF STATISTICAL INference 4
BA 283  CREATIVITY, CULTURE, AND THE WORKPLACE 1
Bacc Core: Western Culture 3
Bacc Core: Cultural Diversity 3

Credits  15

Spring
BA 213  MANAGERIAL ACCOUNTING 4
BA 230  BUSINESS LAW I 4
BA 270  BUSINESS PROCESS MANAGEMENT 4
BA 284  FOUNDATIONS OF PERSONAL FINANCE I 1
Elective  2

Credits  16

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  *MANAGING ETHICS AND CORPORATE SOCIAL RESPONSIBILITY

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

Credits  17

Elective

1
<table>
<thead>
<tr>
<th>Option 4</th>
<th>Credits</th>
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<tbody>
<tr>
<td></td>
<td>4</td>
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</table>

<table>
<thead>
<tr>
<th>Spring</th>
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<tbody>
<tr>
<td>BA 413</td>
</tr>
<tr>
<td>BA 476</td>
</tr>
<tr>
<td>MGMT 477/MRKT 477</td>
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<tr>
<td>Option 5</td>
</tr>
<tr>
<td>Elective</td>
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