

BUSINESS ANALYTICS UNDERGRADUATE MAJOR (BS, HBS)

This program is available at the following locations:

- Corvallis
- Ecampus

Options available:

- Accounting (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/accounting-option/>)
- Dean's Academy (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/deans-academy-option/>)
- Digital Marketing Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/digital-marketing-analytics-option/>)
- International Business (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/international-business-option/>)
- Market Research and Consumer Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/market-research-consumer-analytics-option/>)
- People Analytics (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/people-analytics-option/>)
- Sports Business (<https://catalog.oregonstate.edu/college-departments/business/school-marketing-analytics-design/business-analytics-bs-hbs/sports-business-option/>)

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

Upon successful completion of the program, students will meet the following learning outcomes:

- Identify business opportunities for data-driven or AI-based solutions.
- Formulate the appropriate combination of analytical models, machine learning algorithms, and natural language processing methods for specific business problems.
- Integrate machine learning algorithms and data analytic tools to solve complex problems.
- Develop data-driven or AI-based solutions to support decision-making in real-world business situations.
- Communicate technical information and analysis results to both technical and non-technical audiences.
- Evaluate the financial, operational and ethical consequence of a data-driven or AI-based solution developed in both structured and ambiguous situations.

Degree requirements include university core education, business and major curricula. The business 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. The lower-division business curriculum involves completion of courses within the first and second year that build a solid foundation for the upper-division curricula.

Transitions to OSU and Introduction to Business coursework will depend on student type. At registration, an academic advisor will determine the most appropriate path.

1. Students entering OSU as their first college experience after high school will take a 100 Transitions course, BA 160, and a BA 16X series;
2. Students entering OSU COB as a second-year transfer student (approximately three years to graduation) will take a 300 Transitions course, BA 160, and BA 101Z; or
3. Students entering OSU COB as a third-year transfer student (approximately two years or less to graduation) will take a 300 Transitions course and BA 101Z.

Code	Title	Credits
Summary of Requirements		
Business Curriculum ¹		102-106
Business Analytics Curriculum		37-39
Unspecified Core Education ¹		22-26
Unrestricted Electives ²		9-19
Total Credits		180

¹ Some courses in the Business Curriculum double-count with Core Education categories. Unspecified Core Education credits are not shared with the Business Curriculum

² Options and minors are available to provide specializations and fulfill unrestricted elective credits

Business Curriculum

Code	Title	Credits
Foundations of Business		
<i>Introduction to Business</i>		
Third-year transfer students may be eligible to waive BA 160.		
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
Dependent on entry level, students will take one of the following:		4-6
BA 161 & BA 162	INNOVATION NATION—AWARENESS TO ACTION and INNOVATION NATION—IDEAS TO REALITY	
BA 167 & BA 168	LAUNCH PAD I and LAUNCH PAD II	
BA 101Z	INTRODUCTION TO BUSINESS	
<i>Communications</i>		
COMM 114	+*ARGUMENT AND CRITICAL DISCOURSE	3-4
or COMM 111Z	+*PUBLIC SPEAKING	
or COMM 218Z	+*INTERPERSONAL COMMUNICATION	
<i>Economics</i>		
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
ECON 202Z	+*PRINCIPLES OF MACROECONOMICS	4
<i>Mathematics</i>		
MTH 241	+*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
<i>Writing</i>		
WR 323	+*ADVANCED WRITING & ARGUMENTATION	3-4
or WR 227Z	+*TECHNICAL WRITING	

Business Core		
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING ¹	4
or BA 390	PRINCIPLES OF MARKETING	
BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 240	FINANCE	4
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR ¹	4
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 347	INTERNATIONAL BUSINESS	4
BA 354	*ETHICS IN ORGANIZATIONS	4
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
BA 375	APPLIED QUANTITATIVE METHODS	4
BA 396	+MARKETS AS SOCIAL STATUS SYSTEMS	3
or BA 398	+SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
Blueprint: Personal & Professional Development		
Second Year		
Third-year transfer students may be eligible to substitute BA 381 for second year Professional Development and Blueprint coursework.		
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Third Year		
BA 311	+FRAMING YOUR CAREER PLAN	1
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
Fourth Year		
BA 411	NAVIGATING CAREER TRANSITIONS	1
BA 412	FINANCIAL PLANNING I	1
BA 413	FINANCIAL PLANNING II	1
Total Credits		102-106

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025

+ Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond

[^] Writing Intensive Curriculum (WIC) course

¹ Depending on the option selected, courses may require a grade of C or higher

Business Analytics Curriculum

Code	Title	Credits
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
BANA 371	DATA MANAGEMENT	3
BANA 372	DATA EXPLORATION AND VISUALIZATION	3
BANA 472	MACHINE LEARNING AND TEXT MINING FOR BUSINESS	3

Experiential Learning

Select 2 credits from the following courses:	2
Any COB 004 Internship (e.g. BANA 004) ¹	
Any COB 403 Thesis (eg. BANA 403)	
Any COB 405 Reading and Conference (eg. BANA 405)	
Any COB 406 Projects (eg. BANA 406)	
Any COB 409 Practicum (eg. BA 409)	

Any COB 410 Internship (eg. BANA 410)	
BA 348 & BA 349	INTERNATIONAL EXCHANGE ORIENTATION and IMPACT OF CULTURE ON BUSINESS
Option Courses	22-24
Total Credits	37-39

¹ Students may substitute a COB 004 Internship (e.g. BANA 004) course for the experiential learning requirement if they do not need an additional 2 credits to meet their 180 credit degree total

Major Code: 899

Degree plans are subject to change and the following is only an example of how students may complete their degree in four years. Students should consult their advisor to determine the best degree plan for them. Contact details for advisors can be found on the Academic Advising (<https://catalog.oregonstate.edu/advising/>) page.

First Year		
Fall		Credits
BA 160	+COB CAREER AND MAJOR EXPLORATION	1
COMM 111Z	+*PUBLIC SPEAKING	3-4
or COMM 114	or +*ARGUMENT AND CRITICAL DISCOURSE	
or COMM 218Z	or +*INTERPERSONAL COMMUNICATION	
MTH 111Z	+*PRECALCULUS I: FUNCTIONS	4
Core Ed: Transitions		2
Core Ed: Arts & Humanities General		3-4
		Credits
		14
Winter		
BA 161	INNOVATION NATION-AWARENESS TO ACTION	3
BA 169Z	DATA ANALYSIS USING MICROSOFT EXCEL	4
ECON 202Z	+*PRINCIPLES OF MACROECONOMICS	4
MTH 241	+*CALCULUS FOR MANAGEMENT AND SOCIAL SCIENCE	4
		Credits
		15
Spring		
BA 162	INNOVATION NATION-IDEAS TO REALITY	3
ECON 201Z	+*PRINCIPLES OF MICROECONOMICS	4
WR 121Z	+*COMPOSITION I	4
Core Ed: Scientific Inquiry & Analysis		4
		Credits
		15
Second Year		
Fall		
BANA 270	INTRODUCTION TO BUSINESS ANALYTICS AND ARTIFICIAL INTELLIGENCE	4
BA 252	INTRODUCTION TO ORGANIZATIONAL BEHAVIOR	4
BA 275	FOUNDATIONS OF STATISTICAL INFERENCE	4
BA 284	FOUNDATIONS OF PERSONAL FINANCE I	1
Core Ed: Difference, Power & Oppression Foundations		3-4
		Credits
		16
Winter		
BA 211Z	PRINCIPLES OF FINANCIAL ACCOUNTING	4
BA 223	PRINCIPLES OF MARKETING	4
or BA 390	or PRINCIPLES OF MARKETING	
BA 226Z	INTRODUCTION TO BUSINESS LAW	4
BA 270	BUSINESS PROCESS MANAGEMENT	4
BA 283	NAVIGATING CRUCIAL CONVERSATIONS IN THE WORKPLACE	1
		Credits
		17
Spring		
BA 213Z	PRINCIPLES OF MANAGERIAL ACCOUNTING	4
BA 240	FINANCE	4
BA 281	PROFESSIONAL DEVELOPMENT	3
BA 282	DRAFTING YOUR CAREER BLUEPRINT	1

WR 323 or WR 227Z	+*ADVANCED WRITING & ARGUMENTATION or +*TECHNICAL WRITING	3-4
Credits		15
Third Year		
Fall		
BA 311	+FRAMING YOUR CAREER PLAN	1
BA 260	FOUNDATIONS OF THE ENTREPRENEURIAL MINDSET	4
BA 357	OPERATIONS AND SUPPLY CHAIN MANAGEMENT	4
BA 375	APPLIED QUANTITATIVE METHODS	4
Core Ed: Arts & Humanities Global		3-4
Credits		16
Winter		
BA 312	FOUNDATIONS OF PERSONAL FINANCE II	1
BA 347	INTERNATIONAL BUSINESS	4
BANA 371	DATA MANAGEMENT	3
BANA 372	DATA EXPLORATION AND VISUALIZATION	3
Core Ed: Scientific Inquiry & Analysis		4
Credits		15
Spring		
BA 313	A CASE FOR CIVIL DISCOURSE IN BUSINESS	1
BA 354	^ETHICS IN ORGANIZATIONS	4
BA 370	BUSINESS INFORMATION SYSTEMS OVERVIEW	4
Option Course		4
Credits		13
Fourth Year		
Fall		
BA 396 or BA 398	+MARKETS AS SOCIAL STATUS SYSTEMS or +SUSTAINABLE CAPITALISM: EXPLORING POWER, PROSPERITY, AND JUSTICE	3
BA 411	NAVIGATING CAREER TRANSITIONS	1
Option Course		4
Option Course		4
Experiential Learning		2
Credits		14
Winter		
BA 412	FINANCIAL PLANNING I	1
Option Course		4
Option Course		4
Core Ed: Seeking Solutions		3-4
Electives		4
Credits		16
Spring		
BA 413	FINANCIAL PLANNING II	1
BANA 472	MACHINE LEARNING AND TEXT MINING FOR BUSINESS	3
BA 466	INTEGRATIVE STRATEGIC EXPERIENCE	4
Option Course		4
Elective		2
Credits		14
Total Credits		180

* Baccalaureate Core course. Applies to general education requirements for undergraduate students in a catalog year up to 2024-2025
 + Core Education course. Applies to general education requirements for undergraduate students in catalog year 2025-2026 and beyond
 ^ Writing Intensive Curriculum (WIC) course