

# BUSINESS ANALYTICS (BSB)

## Overview

The undergraduate Business Analytics will be a cross-departmental major with students taking courses in five major departments with the end goal of preparing students for careers in a variety of analytical business functions. While the major will teach foundational data-oriented skills, a key distinguishing characteristic of this program will be the incorporation of a variety of business contexts in which these data-oriented skills can be out to use – contexts such as accounting, economics, finance, management, and marketing. Students graduating with this major will not only learn data-oriented skills, they will know how to use these skills in a variety of business contexts.

Program Requirements	Quarter Hours
Business Core Requirements	60
Liberal Studies Requirements	76
Major Requirements	30
Open Electives	26
<b>Total hours required</b>	<b>192</b>

## STEM Designation

DePaul's Bachelor of Science in Business degree with a major in Business Analytics is a STEM-designated program. International students who earn degrees from STEM-designated programs can qualify to extend their post-graduation stay in the United States for Optional Practical Training (OPT). OPT provides an opportunity for international students to develop their careers while also helping meet the demand for STEM-educated professionals in the U.S. workforce.

## Learning Outcomes

### Core Outcomes

Students will be able to:

- Use analytical and reflective skills in decision-making.
- Communicate effectively both orally and in writing.
- Recognize legal and ethical issues confronting them.
- Contribute to the performance of a group within a business setting.
- Know the differences among global economies, institutions, business practices and cultures.
- Acquire knowledge of the functional areas of business and the interrelationships among the functional areas within a business.

### Program Learning Outcomes

- Evaluate a variety of business functional contexts to determine the optimal data sources, types, and analytical techniques to apply.
- Analyze a variety of data environments in business contexts to develop strong data analytical skills.
- Leverage data visualization and data storytelling skills to serve as a bridge between functional business needs and the needs of data scientists.
- Apply data analytical skills to a variety of business contexts.
- Develop familiarity with working in a variety of data environments.

## College Core Requirements

### Business Core Requirements

All undergraduate students in the Driehaus College of Business complete foundational courses in the areas of accountancy, economics, finance, management, and marketing. The core curriculum also includes courses that emphasize the increasingly quantitative and technological nature of business, the importance of the entrepreneurial mindset, and how students can use their business education to address important social challenges.

### Course Requirements

For a student to complete the Bachelor of Science in Business, the following Business Core courses totaling at least 60.0 hours are required:

Course	Title	Quarter Hours
<b>Business Core Courses</b>		
ACC 101	INTRODUCTION TO ACCOUNTING I <sup>1</sup>	4
ACC 102	INTRODUCTION TO ACCOUNTING II <sup>1</sup>	4
BUS 101	INTRODUCTION TO DRIEHAUS: BUSINESS FUNDAMENTALS AND THE ENTREPRENEURIAL MINDSET	4
BUS 102	BUSINESS ANALYTICS	4
BUS 103	BUSINESS FOR SOCIAL GOOD	4
ECO 105	PRINCIPLES OF MICROECONOMICS	4
ECO 106	PRINCIPLES OF MACROECONOMICS	4
FIN 310	INTRODUCTION TO FINANCE	4
MAT 137	BUSINESS STATISTICS	4
MGT 300	PRINCIPLES OF MANAGEMENT	4
MGT 301	PRINCIPLES OF OPERATIONS MANAGEMENT	4
MKT 301	PRINCIPLES OF MARKETING	4
<b>Business Technology <sup>2</sup></b>		
Select one of the following:		4
BUS 202	BUSINESS TECHNOLOGY	
CSC 241	INTRODUCTION TO COMPUTER SCIENCE I	
MIS 360	SYSTEMS ANALYSIS AND DESIGN	
<b>Business Communication <sup>3</sup></b>		
Select one of the following:		4
MKT 276	EFFECTIVE BUSINESS COMMUNICATION	
CMNS 201	BUSINESS AND PROFESSIONAL COMMUNICATION	
<b>Global Business Perspective <sup>4</sup></b>		
Select one of the following:		4
ECO 316	EUROPEAN ECONOMIC HISTORY	
ECO 330	RADICAL RESPONSES TO CAPITALISM	
ECO 333	TOPICS IN GLOBAL ECONOMIES	
ECO 334	UNDERSTANDING CHINA'S ECONOMY	
ECO 360	ECONOMICS OF LOW-INCOME COUNTRIES	
ECO 361	INTERNATIONAL TRADE	
ECO 362	INTERNATIONAL MONETARY ECONOMICS	
ECO 363	ECONOMICS OF THE EUROPEAN UNION	
FIN 340	INTERNATIONAL FINANCE	
FIN 355	GLOBAL IPOs & VENTURE CAPITAL	

IB 350	INTERNATIONAL BUSINESS SEMINAR
MGT 354	GLOBAL HUMAN RESOURCE MANAGEMENT
MGT 357	INTERNATIONAL BUSINESS
MKT 340	MARKETING ACROSS CULTURES: A CULTURAL PERSPECTIVE ON MULTICULTURAL MARKETS
MKT 358	MARKETING IN A GLOBAL ENVIRONMENT
MKT 360	INTERNATIONAL MARKETING
SOC 217	WORK IN A GLOBALIZED WORLD

A course taken as part of a term-long study abroad program

<sup>1</sup> Strobel students take specially designated sections of all required ACC classes, including ACC 101 and ACC 102 (excluding ACC 250, ACC 300, ACC 301).

<sup>2</sup> Actuarial Science and Economic Data Analytics majors must take CSC 241.

MIS majors must take MIS 360.

<sup>3</sup> MKT majors and Sales minors must take MKT 276.

<sup>4</sup> A course taken for Global Business Perspective that is in a student's major or minor field must be completed with a minimum grade of C-.

## Business Core Timeline

- BUS 101, BUS 102 and BUS 103 are intended to be completed by students during their first year of enrollment in the college.
- Business core requirements may be prerequisites to other courses.
- Planning is essential to a student's graduation timeline.
- Academic advisors work with students to co-create customized degree completion plans and assist with balancing course load.

## Business Ethics

All undergraduate students in the Driehaus College of Business complete a course in Business Ethics. It is recommended students take MGT 248 or PHL 248 in Philosophical Inquiry or MGT 228 or REL 228 in Religious Dimensions in the Liberal Studies Program (or University Honors Program) Requirements.

## Second Majors and Minors

The addition of a second major or minor may affect the Business Core classes required for a student. Meet with an academic advisor to confirm requirements.

## Business Technology requirement for all business majors (except Management Information Systems majors)

- Business Technology requirement may be replaced by CSC 243.

## Math requirement for all business majors (except Actuarial Science majors)

- MAT 137 may be replaced by MAT 348 or MAT 351.

## Grade Minimum Requirements for Business Analytics Major

A minimum grade of C- is required for the following: ACC 101, ACC 102, BUS 101, BUS 102, BUS 103, BUS 202 or CSC 241, ECO 105, ECO 106, and MAT 137.

## Liberal Studies Requirements

# Liberal Studies Requirements

Honors program requirements can be found in the individual Colleges & Schools section of the University Catalog. Select the appropriate college or school, followed by Undergraduate Academics and scroll down.

First Year Program		Hours
<b>Chicago Quarter</b>		
LSP 110	DISCOVER CHICAGO	4
or LSP 111	or EXPLORE CHICAGO	
<b>Focal Point</b>		
LSP 112	FOCAL POINT SEMINAR	4
<b>Writing</b>		
WRD 103	COMPOSITION AND RHETORIC I <sup>1</sup>	4
WRD 104	COMPOSITION AND RHETORIC II <sup>1</sup>	4
<b>Quantitative Reasoning</b>		
Not Required		
<b>Sophomore Year</b>		
<b>Race, Power, and Resistance</b>		
LSP 200	SEMINAR ON RACE, POWER, AND RESISTANCE	4
<b>Junior Year</b>		
<b>Experiential Learning</b>		
Required		4
<b>Senior Year</b>		
<b>Capstone</b>		
BUS 392	SENIOR SEMINAR <sup>1</sup>	4

<sup>1</sup> Students must earn C- or better in this course.

## Learning Domains

**Arts and Literature (AL)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/arts-and-literature/>)

- 3 AL Courses Required

**Historical Inquiry (HI)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/historical-inquiry/>)

- 2 HI Courses Required

**Math and Computing (MC)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/math-and-computing/>)

- Not Required

**Philosophical Inquiry (PI)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/philosophical-inquiry/>)

- 2 PI Courses Required<sup>1</sup>

**Religious Dimensions (RD)** (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/religious-dimensions/>)

- 2 RD Courses Required<sup>1</sup>

### Scientific Inquiry (SI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/scientific-inquiry/>)

- 1 Science as a Way of Knowing (SWK) Required
- 1 Lab Course Required

### Social, Cultural, and Behavioral Inquiry (SCBI) (<https://catalog.depaul.edu/undergraduate-core/liberal-studies-program/liberal-studies-learning-domains/social-cultural-and-behavioral-inquiry/>)

- 1 SCBI Course Required

<sup>1</sup> PHL 248 / MGT 248 is required in PI or REL 228 / MGT 228 is required in RD.

## Notes

Specified required courses within Liberal Studies may have grade minimums (e.g. C- or better). Please consult your advisor or your college and major requirements.

Courses offered in the student's primary major cannot be taken to fulfill LSP Domain requirements. If students double major, LSP Domain courses may double count for both LSP credit and the second major. Students who choose to take an experiential learning course offered by the major may count it either as a general elective or the Experiential Learning requirement.

In meeting learning domain requirements, no more than one course that is outside the student's major and is cross-listed with a course within the student's major, can be applied to count for LSP domain credit. This policy does not apply to those who are pursuing a double major or earning BFA or BM degrees.

### Major Requirements

## Course Requirements

A student majoring in Business Analytics is required to complete the following courses totaling at least 30.0 hours.

Five required courses:

Course	Title	Quarter Hours
BUA 250	CAREER MANAGEMENT SKILLS	2
BUA 301	DESCRIPTIVE AND DIAGNOSTIC BUSINESS ANALYTICS	4
BUA 302	PREDICTIVE AND PRESCRIPTIVE BUSINESS ANALYTICS	4
BUA 303	DATA VISUALIZATION	4
BUA 304	DATA MANAGEMENT	4

One required course chosen from the following list of courses:

Course	Title	Quarter Hours
ACC 300	ACCOUNTING ANALYTICS	4
ECO 304	ANALYTICS FOR ECONOMICS	4
FIN 315	DATA ANALYTICS IN FINANCE	4
MIS 300	DATA MINING AND ANALYTICS	4

MGT 314	BUSINESS ANALYTICS FOUNDATION TOOLS	4
MKT 315	STRATEGIC TOOLS FOR MARKETERS	4

Two required courses chosen from the following list of courses:

Course	Title	Quarter Hours
BUA 320	ARTIFICIAL INTELLIGENCE AND COGNITIVE TECHNOLOGIES	4
BUA 321	TEXT ANALYTICS FOR BUSINESS	4
BUA 322	MACHINE LEARNING FOR BUSINESS ANALYTICS	4
BUA 340	QUASI-EXPERIMENTAL DESIGN	4

## Career Management Course

Students are required to complete the Career Course (250) associated with the major. Students who double major may choose the Career Course (250) associated with either major provided that hours for graduation are satisfied. Students should take the Career Course as soon as possible.

## Open Electives

Open elective credit (26.0 hours) is needed to meet the minimum graduation requirement of 192 hours.

## Graduation Requirements

All Business Analytics (BUA) courses and any courses used toward the Business Analytics major must be completed with a minimum grade of C- and with a combined GPA of 2.000 or higher.