Naveen Jindal School of Management

Business Analytics (BS)

Bachelor of Science in Business Analytics

**Degree Requirements** (120 semester credit hours)

*View an Example of Degree Requirements by Semester*

**Faculty**

I. Core Curriculum Requirements: 42 semester credit hours

**Communication: 6 semester credit hours**

Select any 6 semester credit hours from Communication Core courses (see advisor)

**Mathematics: 3 semester credit hours**

*MATH 1325* Applied Calculus I

Or select any 3 semester credit hours from Mathematics Core courses (see advisor)

**Life and Physical Sciences: 6 semester credit hours**

Select any 6 semester credit hours from Life and Physical Sciences Core courses (see advisor and degree requirements)

**Language, Philosophy and Culture: 3 semester credit hours**

Select any 3 semester credit hours from Language, Philosophy and Culture Core courses (see advisor)

**Creative Arts: 3 semester credit hours**

Select any 3 semester credit hours from Creative Arts Core courses (see advisor)

**American History: 6 semester credit hours**

Select any 6 semester credit hours from American History Core courses (see advisor)

**Government/Political Science: 6 semester credit hours**

*GOVT 2305* American National Government
GOVT 2306  State and Local Government

Or select any 6 semester credit hours from Government/Political Science Core courses (see advisor)

Social and Behavioral Sciences: 3 semester credit hours

Choose one of the following:

BA 1310  Making Choices in Free Market Systems
BA 1320  Business in a Global World
ECON 2301  Principles of Macroeconomics
ECON 2302  Principles of Microeconomics

Or select any 3 semester credit hours from Social and Behavioral Sciences Core courses (see advisor)

Component Area Option: 6 semester credit hours

Choose two of the following:

MATH 1326  Applied Calculus II
BA 1310  Making Choices in Free Market Systems
BA 1320  Business in a Global World
ECON 2301  Principles of Macroeconomics
ECON 2302  Principles of Microeconomics

Or select any 6 semester credit hours from Component Area Option Core courses (see advisor)

II. Major Requirements: 69 semester credit hours

Major Preparatory Courses: 18 semester credit hours beyond Core Curriculum

ACCT 2301  Introductory Financial Accounting
ACCT 2302  Introductory Management Accounting
BLAW 2301  Business and Public Law
MATH 1325  Applied Calculus I
MATH 1326  Applied Calculus II
OPRE 3333  Quantitative Business Analysis
    or MATH 2333  Matrices, Vectors, and Their Application
OPRE 3360  Managerial Methods in Decision Making Under Uncertainty
    or STAT 3360  Probability and Statistics for Management and Economics
ITSS 3311  Introduction to Programming
Choose two of the following:

- **BA 1310** Making Choices in Free Market Systems
- **BA 1320** Business in a Global World
- **ECON 2301** Principles of Macroeconomics
- **ECON 2302** Principles of Microeconomics

**Major Core Courses: 24 semester credit hours**

- **BCOM 1300** Introduction to Professionalism and Communication in Business
  - or **BCOM 3300** Professionalism and Communication in Business
- **BCOM 4300** Managing Communications in Business
- **IMS 3310** International Business
- **FIN 3320** Business Finance
- **ITSS 3300** Information Technology for Business
- **OPRE 3310** Operations Management
- **OBHR 3310** Organizational Behavior
  - or **OBHR 3330** Introduction to Human Resource Management
- **MKT 3300** Principles of Marketing

A community engagement experience is required:

- **BA 4095** Social Sector Engagement and Community Outreach Practicum

**Major Related Courses: 27 semester credit hours**

- **ITSS 4300** Database Fundamentals
- **ITSS 4351** Foundations of Business Intelligence
- **ITSS 4352** Introduction to Web Analytics
- **ITSS 4353** Business Analytics
- **ITSS 4354** Advanced Big Data Analytics
- **ITSS 4355** Data Visualization
- **ITSS 4380** Advanced Database Management
- **ITSS 4381** Object Oriented Programming with Python

BUAN 4395 Capstone Senior Project - Business Analytics

A practicum experience of at least 160 working hours is required:

- **BUAN 4090** Business Analytics Internship
III. Elective Requirements: 9 semester credit hours

Guided Electives: 9 semester credit hours

The BS BUAN degree program gives students the opportunity to focus in a specific track to obtain in-depth knowledge in a specific business area. Students will choose 9 semester credit hours from one of the following tracks:

A. Marketing Analytics Track
   - MKT 4330 Digital and Internet Marketing
   - MKT 4331 Digital Prospecting
   - MKT 4334 Social Media Marketing
   - MKT 4337 Marketing Analytics

B. Operations and Supply Chain Management Track
   - OPRE 3320 Integrated Supply Chain Management
   - OPRE 4320 Integrated SCM Information Systems
   - OPRE 4330 Global Logistics and Inventory Management
   - OPRE 4350 Spreadsheet Modeling and Analytics

C. Finance and Risk Analytics Track
   - FIN 3370 Principles of Risk Management and Insurance
   - FIN 4334 Insurance Law and Contracts
   - FIN 4338 Financial Decision-Making Processes for Risk Management
   - FIN 4345 Financial Information and Analysis
   - FIN 4386 Beginning Mathematical Finance
   - FIN 4387 Computational Methods in Finance

D. Information Technology Track
   - ITSS 4330 Systems Analysis and Design
   - ITSS 4340 Enterprise Resource Planning
   - ITSS 4344 CRM using Salesforce
   - ITSS 4360 Network and Information Security
E. Data Science Track

**ITSS 4382** Applied Artificial Intelligence/Machine Learning

**ITSS 4383** Advanced Applied Artificial Intelligence/Machine Learning

**MECO 4352** Applied Econometrics and Time Series Analysis

**MECO 4370** Data Science Decision Making

**All prerequisites must be met.**

Students must complete at least 51 semester credit hours of upper-division courses to qualify for graduation.

1. Incoming freshmen must enroll and complete requirements of UNIV 1010 and the corresponding school-related freshman seminar course. Students, including transfer students, who complete their core curriculum at UT Dallas must take UNIV 2020.

2. Curriculum Requirements can be fulfilled by other approved courses from institutions of higher education. The courses listed are recommended as the most efficient way to satisfy both Core Curriculum and Major Requirements at UT Dallas.

3. Indicates a prerequisite class to be completed before enrolling for upper-division classes.

4. A required Major course that also fulfills a Core Curriculum requirement. Semester credit hours are counted in Core Curriculum.

5. Students may elect to substitute MATH 2413 or MATH 2417 for MATH 1325. Students may elect to substitute MATH 2414 or MATH 2419 for MATH 1326.

6. In order to make timely degree progress, students should complete MATH 1325 or its equivalent by the end of their first semester at UT Dallas. Students who will not meet this requirement should contact their academic advisor to discuss their degree timeline.

7. Certain courses listed are prerequisites for major core, major concentration, or major related courses. Choose accordingly.

8. Students may substitute OPRE 3340, but MATH 1326 is recommended for efficiency.

9. Students may substitute MATH 2418 or CS 2305.

10. Students who have completed CS 1336 with a C or better may replace ITSS 3311 with an additional BUAN upper-division or ITSS upper-division course (excluding ITSS 4301).

11. JSOM first-time-in-college freshmen are required to take BCOM 1300 in their first semester. Transfer students and students new to JSOM are required to take BCOM 3300 in their first semester.

12. Students may fulfill the community engagement requirement with BA 4095, IMS 4335, ENTP 4340, or MKT 4360. The zero semester credit hour course BA 4095 is recommended as the most efficient way to satisfy this requirement.