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


Associate Professors: Mehmet Ayvaci, Nina Baranchuk, Zhonglan Dai, Rebecca Files, Michael Hasler, Dorothée Honhon, Bin Hu, Surya N. Janakiraman, Robert L. Kieschnick Jr., Atanu Lahiri, Jun Li, Ningzhong Li, Maria Loumioti, Livia Markóczy, Ramachandran (Ram) Natarajan, Naim Bugra Ozel, H. Dennis Park, Anyan Qi, Young U. Ryu, Harpreet Singh, David J. Springate, Upender Subramanian, Shaojie Tang, Shouqiang Wang, Kelsey D. Wei, Han (Victor) Xia, Yexiao Xu, Alejandro Zentner, Jieying Zhang, Yuan Zhang, Feng Zhao, Yibin Zhou

Assistant Professors: Khai Chiong, Rafael Copat, Soraya Fatehi, Andrew Frazelle, Ying Huang, Joonhwi Joo, Sora Jun, Jason Kautz, Tongil Kim, Sheen Levine, Christopher Mace, Samir Mamadehussene, Jean-Marie Meier, Radha Mookerjee, Jedson Pinto, Ignacio Rios Uribe, Alejandro Rivera Mesias, Simon Siegenthaler, Serdar Simsek, Kirti Sinha, Xiaoxiao Tang, Shervin Tehran, Ashwin Venkataraman, Christian Von-Drathen, Guihua Wang, Hongchang Wang, Pingle Wang, Junfeng Wu, Steven Xiao, Yingjie Zhang, Zhe (James) Zhang

Professor Emeritus: John J. Wiorkowski

Associate Professors Emeriti: J. Richard Harrison, Jane Salk

Visiting Professor: Emily Choi

Clinical Professors: John Barden, Britt Berrett, Abhijit Biswas, Pamela Foster Brady, Shawn Carraher, Larry Chasteen, Paul Convery, Howard Dover, John Gamino, Randall S. Guttery, William Hefley, Robert Hicks, Marilyn Kaplan, Sonia Leach, Peter Lewin, Jeffrey Manzi, John F. McCracken, Diane S. McNulty, Divakar Rajamani, Daniel Rajaratnam, Kannan Ramanathan, Mark Thouin, McClain Watson, Jeff
Weekley, Habte Woldu, Fang Wu, Laurie L. Ziegler

**Clinical Associate Professors**: Shawn Alborz, Dawn Owens, Carolyn Reichert, Avanti P. Sethi, Ramesh Subramoniam, James Szot, Aysegul Toptal, David Widdifield

**Clinical Assistant Professors**: Athena Alimirzaei, Christina (Krysta) Betanzos, Moran Blueshtein, Judd Bradbury, Jerome Gafford, Jeffery (Jeff) Hicks, Revansiddha Khanapure, Kristen Lawson, Kathryn Lookadoo, Liping Ma, Sarah Moore, Ravi Narayan, Parneet Pahwa, Jason Parker, Nassim Sohaee

**Professors of Instruction**: Semiramis Amirpour, Mary Beth Goodrich, Chris Linsteadt, Luell (Lou) Thompson

**Associate Professors of Instruction**: Vivek Arora, Monica E. Brussolo, Amal El-Ashmawi, Ayfer Gurun, Maria Hasenhuttl, Jennifer G. Johnson, Mohammad Naseri Taheri, Hubert Zydorek

**Assistant Professors of Instruction**: Negin Enayaty Ahangar, Julie Haworth, Victoria D. McCrady, Rasoul Ramezani, Gaurav Shekhar

**Professors of Practice**: Gregory Ballew, Tiffany A. Bortz, Ranavir Bose, Alexander Edsel, Rajiv Shah

**Associate Professors of Practice**: Richard Bowen, Jackie Kimzey, David Parks, Margaret Smallwood, Steven Solcher, Kathy Zolton

**Assistant Professors of Practice**: Khaterah Ahadi, Steven Haynes, Abu Naser Islam, Scott Janke, Edward Meda, Timothy Stephens

**Senior Lecturers**: Juliann Chapman, Thomas (Tom) Henderson, Joseph Mauriello, Robert (Stephen) Molina, Prithi Narasimhan, Paul Nichols, Matt Polze, Guido Tirone, Robert Wright

### 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 [3, 4, 5, 6]

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 3, 4
BA 1320 Business in a Global World 3, 4
ECON 2301 Principles of Macroeconomics 3, 4
ECON 2302 Principles of Microeconomics 3, 4
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 3, 4, 5
BA 1310 Making Choices in Free Market Systems 3, 4
BA 1320 Business in a Global World 3, 4
ECON 2301 Principles of Macroeconomics 3, 4
ECON 2302 Principles of Microeconomics 3, 4
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 3
ACCT 2302 Introductory Management Accounting 3
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
or BA 4090 Management 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
   OPRE 4357 Supply Chain Analytics

C. Finance and Risk Analytics Track

   FIN 3370 Principles of Risk Management and Insurance
   FIN 3390 Introduction to Financial Modeling
   FIN 4338 Foundations of Risk Analytics and Applications
FIN 4345 Financial Information and Analysis

D. Information Technology Track

ITSS 4330 Systems Analysis and Design
ITSS 4340 Enterprise Resource Planning
ITSS 4344 CRM using Salesforce
ITSS 4356 Data Governance
ITSS 4360 Network and Information Security

E. Data Science Track

ITSS 4356 Data Governance
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.

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