B.B.A. IN BUSINESS ANALYTICS

Overview
Major Area of Specialization in Business Analytics (STEM)

The Department of Management Science offers a major area of specialization in Business Analytics for students pursuing the Bachelor of Business Administration degree. Students who choose the major area of specialization in Business Analytics are trained to combine quantitative, statistical, and computational tools and techniques to help companies understand, predict, and act on large amounts of data, improving decision-making in increasingly complex and interconnected business environments.

Curriculum Requirements

In addition to satisfying the University General Education Requirements and Electives, students pursuing the BBA in Business Analytics must complete the BBA Business Core and the specific coursework for the Business Analytics major area of specialization as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENG 105</td>
<td>English Composition I</td>
<td>3</td>
</tr>
<tr>
<td>ENG 106</td>
<td>English Composition II</td>
<td>3</td>
</tr>
<tr>
<td>UMX 100</td>
<td>The University of Miami Experience</td>
<td>0</td>
</tr>
<tr>
<td>Arts and Humanities Cognate Courses</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>People and Society Cognate Courses</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Electives</td>
<td>22</td>
<td></td>
</tr>
<tr>
<td>BBA Business Core Requirements</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACC 211</td>
<td>Principles of Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 212</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BSL 212</td>
<td>Introduction to Business Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>BTE 210</td>
<td>Fundamentals of Business Technology and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>BUS 150</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Critical Thinking and Persuasion for Business</td>
<td>3</td>
</tr>
<tr>
<td>ECO 211</td>
<td>Principles of Microeconomics (Microeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>ECO 212</td>
<td>Principles of Macroeconomics (Macroeconomics)</td>
<td>3</td>
</tr>
<tr>
<td>FIN 302</td>
<td>Fundamentals of Finance</td>
<td>3</td>
</tr>
<tr>
<td>MAS 201</td>
<td>Introduction to Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>MAS 202</td>
<td>Intermediate Business Statistics</td>
<td>4</td>
</tr>
<tr>
<td>MGT 100</td>
<td>Managing for Success in the Global Environment</td>
<td>3</td>
</tr>
<tr>
<td>MGT 199</td>
<td>Professional Development and Success in the Workplace (or other approved Miami Herbert Business School career course)</td>
<td>1</td>
</tr>
<tr>
<td>or BUS 211</td>
<td>Professional Development for Finance and Accounting</td>
<td></td>
</tr>
<tr>
<td>MGT 303</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>MGT 304</td>
<td>Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MGT 401</td>
<td>Strategic Management (taken in the final semester)</td>
<td>3</td>
</tr>
<tr>
<td>MKT 201</td>
<td>Foundations of Marketing</td>
<td>3</td>
</tr>
<tr>
<td>or MKT 301</td>
<td>Marketing Foundations</td>
<td></td>
</tr>
<tr>
<td>MTH 161</td>
<td>Calculus I (or equivalent)</td>
<td>4</td>
</tr>
</tbody>
</table>

Major Area of Specialization in Business Analytics

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>MAS 332</td>
<td>Data Acquisition, Preparation and Visualization</td>
<td>3</td>
</tr>
<tr>
<td>MAS 342</td>
<td>Introduction to Optimization and Decision Making</td>
<td>3</td>
</tr>
<tr>
<td>MAS 432</td>
<td>Data Analysis</td>
<td>3</td>
</tr>
<tr>
<td>Major Choice Courses - Select three courses (9 credit hours) from the following</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>BTE 320</td>
<td>Programming: Fundamentals and Algorithms</td>
<td></td>
</tr>
<tr>
<td>BTE 423</td>
<td>Database Management Systems</td>
<td></td>
</tr>
<tr>
<td>MAS 352</td>
<td>Sports Analytics</td>
<td></td>
</tr>
<tr>
<td>MAS 548</td>
<td>Data Mining and Knowledge Acquisition</td>
<td></td>
</tr>
</tbody>
</table>
Quantitative Choice Course - Select one course (3 credit hours) from the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECO 430</td>
<td>Applied Econometrics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 444</td>
<td>Game Theory in Economic Applications.</td>
<td>3</td>
</tr>
<tr>
<td>FIN 303</td>
<td>Intermediate Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>FIN 320</td>
<td>Investment and Security Markets</td>
<td>3</td>
</tr>
<tr>
<td>MGT 445</td>
<td>Supply Chain Modeling and Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MGT 446</td>
<td>Supply Chain Strategy</td>
<td>3</td>
</tr>
<tr>
<td>MKT 302</td>
<td>Marketing Research and Market Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MKT 387</td>
<td>Digital Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MKT 389</td>
<td>Digital Media Metrics</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours: 120

1. **NOTE**: ENG 105 and ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.

2. At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the Vice Dean for Undergraduate Business Education.

3. Students who do not earn at least a C- in ENG 106 must either repeat ENG 106 and earn at least a C- or complete ENG 230 with at least a C- before enrolling in BUS 300.

4. In order to declare the Business Analytics major, a BBA student needs to have earned a minimum A- (3.7) average for MTH 161, MAS 201, and MAS 202.

5. All specific coursework for the major area of specialization in Business Analytics must be completed with a grade of "C-" or higher. A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization.

6. All courses must be taken within the current pre-requisite structure.

No course may double count in any other major, minor, or cognate.
Mission

• To develop innovative ideas and principled leaders that transform global business and society.

Goals

Students pursuing the Bachelor of Business Administration (BBA) degree with a major area of specialization in Business Analytics are trained to combine quantitative, statistical, and computational tools and techniques to help companies understand, predict, and act on large amounts of data, improving decision-making in increasingly complex and interconnected business environments.

Student Learning Outcomes

• BBA/BSBA graduates will be critical thinkers, able to select and apply appropriate models, tools, and techniques, and frameworks to enable them to render analytically sound business decisions.
• BBA/BSBA graduates will be able to identify, analyze and resolve ethical issues in business scenarios.
• BBA/BSBA graduates will demonstrate professional written communication skills.