

# BUSINESS ANALYTICS CONCENTRATION

Because domain knowledge is critical to business analytics, the BSBA Business Analytics concentration is required to be completed together with another BSBA concentration within the College of Business Administration.

## BSBA Degree with Business Analytics Concentration Requirements

Code	Title	Credits
<b>General Education Requirements - 34 Hours Required</b>		
<b>Fundamental Skills</b>		<b>15</b>
<b>Writing – 6 hrs.</b>		
ENGL 1150	ENGLISH COMPOSITION I	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	
<b>Oral Communication – 3 hrs.</b>		
CMST 1110	PUBLIC SPEAKING FUNDS	
or CMST 2120	ARGUMENTATION AND DEBATE	
<b>Quantitative Literacy – 3 hrs.</b>		
MATH 1120	INTRODUCTION TO MATHEMATICAL AND COMPUTATIONAL THINKING	
or MATH 1130	QUANTITATIVE LITERACY	
or MATH 1140	QUANTITATIVE REASONING FOR HEALTHCARE PROFESSIONALS	
or MATH 1300	COLLEGE ALGEBRA WITH SUPPORT	
<b>Data Literacy – 3 hrs.</b>		
Select one from the following:		
STAT 1100	DATA LITERACY AND VISUALIZATION	
STAT 1530	ELEMENTARY STATISTICS	
Until Fall 2028, students can satisfy this requirement with an approved data literacy course, or any approved natural or social science general education course.		
<b>Breadth of Knowledge</b>		
Social Science – 3 hrs.		
Humanities – 3 hrs.		
Natural & Physical Science (must complete a lab) – 4 hrs.		
Arts – 3 hrs.		
<b>Individual and Social Responsibility</b>		<b>6</b>
Cultural Knowledge – 3 hrs.		
Civic Knowledge and Engagement – 3 hrs.		
<b>MAJOR REQUIREMENTS - 87 Hours Required</b>		
Must complete all MAJOR REQUIREMENTS with a grade of C (2.0) or higher		
**Course will satisfy UNO's General Education requirement		
^Course requires pre-requisite(s)		
<b>All of the following:</b>		
ENGL 1150	ENGLISH COMPOSITION I (** ^)	
ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY (** ^)	
CMST 1110	PUBLIC SPEAKING FUNDS (**)	
<b>Select 1 of the Following</b>		<b>3</b>
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS (^)	

MATH 1930	CALCULUS FOR THE MANAGERIAL, LIFE, AND SOCIAL SCIENCES (^)	
<b>All of the Following</b>		<b>45</b>
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO) (** ^)	
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO) (** ^)	
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS (^)	
ACCT 2010	PRINCIPLES OF ACCOUNTING I (^)	
ACCT 2020	PRINCIPLES OF ACCOUNTING II (^)	
MKT 3200	BUSINESS COMMUNICATIONS (^)	
MKT 3310	PRINCIPLES OF MARKETING (^)	
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS (^)	
LAWS 3930	BUSINESS LAW FUNDAMENTALS (^)	
FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT (^)	
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS (^)	
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN (^)	
MGMT 4480	CORPORATE AND BUSINESS STRATEGY (^)	
*INTERNATIONAL DIMENSION - 3 hrs		
*INTERNATIONAL DIMENSION - 3 hrs		
*Students must complete at least six hours of course work beyond the general education Cultural Knowledge requirement with a global perspective. A list of approved International Dimension courses can be found on the student's degree audit.		
<b>Select 1 of the Following</b>		<b>3</b>
CMST 2120	ARGUMENTATION AND DEBATE (**)	
CMST 3130	SPEECH COMMUNICATION IN BUSINESS AND THE PROFESSIONS (^)	
CMST 3140	CONTEMPORARY PRESENTATIONS (^)	
CMST 3150	INTERCOLLEGIATE FORENSICS I (^)	
CMST 3160	INTERCOLLEGIATE FORENSICS II (^)	
MKT 3100	PROFESSIONAL SELLING (^)	
<b>Business Analytics Concentration Courses</b>		
<b>All of the Following</b>		<b>9</b>
ECON 3310	SQL, DATABASES, AND DATA CLEANING FOR DATA SCIENTISTS (^)	
ECON 3300	INTRODUCTION TO ECONOMETRICS (^)	
ECON 4350	BUSINESS INTELLIGENCE AND REPORTING (^)	
<b>Select 3 of the Following</b>		<b>9</b>
ACCT 3050	INTERMEDIATE MANAGERIAL ACCOUNTING (^)	
ACCT 4060	ADVANCED MANAGERIAL ACCOUNTING (^)	
ACCT 4080	PRINCIPLES OF AUDITING (^)	
ACCT 4020	ANALYTICS FOR ACCOUNTING (^)	
ECON 4300	QUANTITATIVE APPLICATIONS IN ECONOMICS AND BUSINESS (^)	
ECON 4510	ECONOMIC INTERNSHIP (^)	
ECON 4570	ECONOMIC CONDITIONS ANALYSIS (^)	
FNBK 3400	INVESTMENT PRINCIPLES AND PRACTICES (^)	
FNBK 4150	ADVANCED FINANCIAL MANAGEMENT (^)	
MKT 4340	MARKETING RESEARCH (^)	

MKT 4370	MARKETING ANALYTICS (^)	
SCMT 4370	SUPPLY CHAIN ANALYTICS (^)	
MGMT 4060	HEALTHCARE ANALYTICS FOR BUSINESS (^)	
<b>Required Second Concentration</b>		<b>18</b>

**ELECTIVES**

Elective hours as required to reach a total of 120 hours

## Secondary Concentration in Business Analytics Requirements

Code	Title	Credits
<b>12 Hours Required</b>		
<b>All of the Following - 9 Hours</b>		
ECON 3310	SQL, DATABASES, AND DATA CLEANING FOR DATA SCIENTISTS	
ECON 3300	INTRODUCTION TO ECONOMETRICS	
ECON 4350	BUSINESS INTELLIGENCE AND REPORTING	
<b>Select 1 of the Following - 3 Hours</b>		
ACCT 3050	INTERMEDIATE MANAGERIAL ACCOUNTING	
ACCT 4060	ADVANCED MANAGERIAL ACCOUNTING	
ACCT 4080	PRINCIPLES OF AUDITING	
ACCT 4020	ANALYTICS FOR ACCOUNTING	
ECON 4300	QUANTITATIVE APPLICATIONS IN ECONOMICS AND BUSINESS	
MGMT 4060	HEALTHCARE ANALYTICS FOR BUSINESS	
ECON 4510	ECONOMIC INTERNSHIP	
ECON 4570	ECONOMIC CONDITIONS ANALYSIS	
FNBK 3400	INVESTMENT PRINCIPLES AND PRACTICES	
FNBK 4150	ADVANCED FINANCIAL MANAGEMENT	
MKT 4340	MARKETING RESEARCH	
MKT 4370	MARKETING ANALYTICS	
SCMT 4370	SUPPLY CHAIN ANALYTICS	

## BSBA Degree with Business Analytics Concentration Four Year Plan

An additional College of Business Concentration must be paired with Business Analytics

**Freshman**

<b>Fall</b>		<b>Credits</b>
ENGL 1150	ENGLISH COMPOSITION I <sup>1</sup>	3
MATH 1300	COLLEGE ALGEBRA WITH SUPPORT <sup>2</sup>	4
CMST 1110	PUBLIC SPEAKING FUNDS	3
BSAD 1100	BUSINESS MAVERICKS: COLLEGE AND CAREER FOUNDATIONS (Recommended)	1
General Education Course or Elective		3
General Education Course or Elective		1-3
<b>Credits</b>		<b>15-17</b>

**Spring**

ENGL 1160	COLLEGE RESEARCH AND INFORMATION LITERACY	3
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MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS	3
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
General Education Course or Elective		3
General Education Course or Elective		3
<b>Credits</b>		<b>15</b>

**Sophomore****Fall**

MKT 3200	BUSINESS COMMUNICATIONS	3
ACCT 2010	PRINCIPLES OF ACCOUNTING I	3
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	3
General Education Course or Elective		3
General Education Course or Elective		3
<b>Credits</b>		<b>15</b>

**Spring**

ACCT 2020	PRINCIPLES OF ACCOUNTING II	3
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	3
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3
MKT 3310	PRINCIPLES OF MARKETING	3
General Education Course or Elective		3
<b>Credits</b>		<b>15</b>

**Junior****Fall**

FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
ECON 4350	BUSINESS INTELLIGENCE AND REPORTING	3
Business Analytics Elective <sup>3</sup>		3
Second Concentration Course		3
<b>Credits</b>		<b>15</b>

**Spring**

MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
ECON 3300	INTRODUCTION TO ECONOMETRICS	3
ECON 3310	SQL, DATABASES, AND DATA CLEANING FOR DATA SCIENTISTS	3
International Dimension		3
Second Concentration Course		3
<b>Credits</b>		<b>15</b>

**Senior****Fall**

SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
Business Analytics Elective <sup>3</sup>		3
Second Speech <sup>4</sup>		3
Second Concentration Course		3
Second Concentration Course		3
<b>Credits</b>		<b>15</b>

**Spring**

MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
Business Analytics Elective <sup>3</sup>		3
Second Concentration Course		3
Second Concentration Course		3

International Dimension	3
<b>Credits</b>	<b>15</b>
<b>Total Credits</b>	<b>120-122</b>

<sup>1</sup> Requires English Composition Placement

<sup>2</sup> This course may or may not be required depending on Math Placement.

<sup>3</sup> See DegreeWorks or Stellic for approved elective options.

<sup>4</sup> For this requirement students must choose from the following list: MKT 3100, CMST 2120, CMST 3130, CMST 3140, CMST 3150, or CMST 3160.

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This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

#### Additional Information About this Plan:

University Degree Requirements: The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

Placement Exams: For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

\*\*Transfer credit or placement exam scores may change suggested plan of study

#### GPA Requirements:

Courses within the College of Business require students to obtain a minimum NU GPA of 2.5 or better.

#### Graduation Requirements:

- Students must earn a minimum of 120 credit hours for a BSBA.
- 42 of those credit hours must be in upper division courses.
- For a BSBA business core, BSBA concentration, or business elective course to fulfill BSBA requirements, it must be taken on a letter-grade basis and the student must earn a grade of "C" (2.0) or higher.
- CBA students must earn a minimum NU GPA of 2.50 and a minimum Business GPA of 2.50. If students are earning an accounting concentration or secondary concentration, a minimum upper division accounting GPA of 2.50 is additionally required.