BUSINESS ANALYTICS MAJOR (21 credits)
2019 Catalog

Business analytics is the transformation of data into insight for better decision making. The business analytics major will provide the depth and breadth of knowledge necessary for students to apply analytical techniques to important business decisions. In order to become analytics-empowered professionals, students will acquire the knowledge, skills, and abilities in business, technology, and data analysis, and the business-related skills needed for success in their field. They will use current technologies related to business analytics and data management; translate their knowledge into practice using data and business analytics; analyze, frame, and develop solutions for business problems, and communicate solutions informed by data and business analytics using written, oral, visual, and electronic formats.

Required Courses (12 credits)       Prerequisite(s)
DS 201   Introduction to Data Science    MATH 150
*MIS 320  Database Management Systems    MIS 301

OR

*MIS 436   Introduction to Business Analytics    STAT 326; MIS 320
*MIS 446   Advanced Business Analytics    MIS 301; MIS 320

Elective Courses (9 credits)       Prerequisite(s)
ACCT 484  Advanced Accounting Information Systems    ACCT 384
FIN 450   Analytical Finance    STAT 326; ECON 301 or FIN 301
MGMT 473X Advanced Human Resource Management I    MGMT 371
MIS/ACCT 315 Business Data Streams and Issues    COM S 113
MKT 361X Social Media Marketing Strategy    MKT 340
MKT 367X Consultative Problem Solving    Sophomore standing
MKT/MIS 368 Marketing Analytics    MKT 340
MKT 445 Customer Relationship Management    MKT 340
SCM 430X Supply Chain Analytics    SCM 301
SCM 460 Decision Tools for Logistics and OM    SCM 301

*If both MIS 320 and ACCT 384 are taken, one will count for 3 elective credits in the major.

Other Graduation Requirements (for full degree requirements see your degree audit or curriculum guide):
1. Minimum of 122 credits total;
2. 42 credits of 300-level or higher coursework from a four-year institution;
3. Grade of "C" or better in ENGL 250 required, and in two of the three required English courses;
4. Grade of "C" or better in at least 30 credits applied to the business core and major;
5. 50% of required business courses must be earned at Iowa State University;
6. The last 32 credits applied to a degree must be taken at ISU (exceptions for study abroad and internship may be requested);
7. All 300-level and higher business credits must be earned at a four-year college;
8. Cumulative ISU grade point average of at least 2.0 with no quality point deficiencies;
9. Multiple business majors must have at least 15 distinct credits in each of the major requirements; when applicable, one course can be shared between business majors; see your adviser regarding multiple business degree requirements.