

# MANAGEMENT INFORMATION SYSTEMS (BBA) - BUSINESS ANALYTICS CONCENTRATION

## Program Overview

The BBA in Management Information Systems with a Business Analytics concentration provides MIS majors with essential and in-demand skills for data-driven decision-making. The program includes hands-on experience and applied projects in data warehousing, dimensional modeling, big-data analytics methods, and data visualization tools and techniques, and it introduces topics such as data mining and predictive analytics. This knowledge and skillset can be used to help companies improve decision-making in increasingly complex and interconnected business environments and help create measurable improvements in business performance.

### What's the difference between a Computer Science and MIS degree?

Computer Science (CS) programs focus on the theoretical side of computers, data structures, networks and coding. CS programs are typically offered in science and engineering colleges at universities whereas Management Information Systems (MIS) programs are offered in business colleges. MIS focuses on the information and systems needed to manage organizations efficiently and effectively.

## Career Opportunities

MIS majors are prepared for careers in project management, business analysis, networking, system architecture and design, information assurance, and technical support. MIS careers are in every industry and graduates are prepared to work as in-house information systems staff, as consultants for information systems and accounting firms, as independent contractors, and as business entrepreneurs. Your degree will also prepare you for graduate school in business, information systems, or a related field.

A degree in management information systems prepares you for the following careers:

- Information systems manager
- Business analyst
- IT project manager
- IT consultant
- Network and Internet manager
- Webmaster
- Electronic commerce manager
- IT Security manager
- Network administrator
- Web developer
- Database analyst

## Program of Study Core Requirements

Code	Title	Credit Hours
<b>BBA Core</b>		
Minimum grade of C is required <sup>1</sup>		

BUSA 3115	Business Analytics I	3
BUSA 3116	Managerial Decision Making	3
or MISM 3116	Business Analytics II	
BUSA 3135	International Business	3
BUSA 4000	Business Professional Exit Requirement	0
BUSA 4185	Strategic Management	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BUSA 3126	Business Law	3
BBA Core total		27

<sup>1</sup> Minimum grade of C is required in your major's prerequisite course and BUSA 4185 Strategic Management

Code	Title	Credit Hours
<b>Core Requirements</b>		
Complete the core requirements for this program		45
Core Total		45
<b>Field of Study Requirements</b>		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2100	Introduction to Information Systems in Business	3
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Field of Study Requirements Total		18
<b>BBA Program Requirements</b>		
Minimum grade of C is required in your major's prerequisite course		
BUSA 3115	Business Analytics I	3
BUSA 3135	International Business	3
MISM 3116	Business Analytics II	3
BUSA 3126	Business Law	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C)	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BBA Program Requirements Total		27
<b>Major Requirements</b>		
Minimum grade of C required		
CPSC 1301K	Computer Science I	4
CYBR 2159	Fundamentals of Computer Networks	3
MISM 3136	Database Design	3
MISM 3146	Data Visualization	3
MISM 4128	Business Intelligence	3
MISM 4165	Project Management	3

MISM 4168	Systems Analysis & Design	3
Major Requirements Total		22
<b>Major Electives</b>		
Minimum grade of C is required in each of the follow courses		
Select one of the following options		3
BUSA 3116	Managerial Decision Making (Cannot apply in both Area G and Area H)	
MISM 4899	Independent Study	
MKTG 4138	Marketing Analytics	
STAT 3127	Statistical Computing	
Select 3-6 credits from the following (3 credits must be at the 3***/4*** level)		3-6
ACCT/BUSA/CPSC/CYBR/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4*** Elective		
Major Electives Total		6-9
<b>General Electives</b>		
Select 2-5 credits of Unrestricted Electives		2-5
General Electives Total		2-5
<b>Total Credit Hours</b>		<b>123</b>

## Program Map

Course	Title	Credit Hours
<b>First Year</b>		
<b>Fall</b>		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111	College Algebra (minimum grade of C)	3
AREA D	Non-Lab Science	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
BUSA 2115	Introduction to Business (minimum grade of C)	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ENGL 1102	English Composition II (minimum grade of C)	3
ECON 2105	Principles of Macroeconomics (minimum grade of C)	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
CPSC 1301K	Computer Science I	4
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
<b>Credit Hours</b>		<b>16</b>
<b>Second Year</b>		
<b>Fall</b>		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3

ECON 2106	Principles of Microeconomics (minimum grade of C)	3
AREA C	Fine Arts Elective	3
PEDS Elective		1
<b>Credit Hours</b>		<b>16</b>
<b>Spring</b>		
AREA C	Humanities Elective	3
AREA E	World Culture Elective	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
BUSA 2100	Introduction to Information Systems in Business (minimum grade of C)	3
POLS 1101	American Government	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
At the end of spring, 63 hours (Areas A-F plus Wellness) should be complete		
<b>Credit Hours</b>		<b>17</b>
<b>Third Year</b>		
<b>Fall</b>		
BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum 2.0 GPA)	3
FINC 3105	Principles of Finance (minimum 2.0 GPA)	3
MISM 3115	Principles of Information Systems Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 3126	Business Law (minimum 2.0 GPA)	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
MISM 3116	Business Analytics II (minimum grade of C)	3
MGMT 3115	Principles of Management (minimum 2.0 GPA)	3
CYBR 2159	Fundamentals of Computer Networks (minimum grade of C)	3
MISM 3136	Database Design (minimum grade of C)	3
MISM 3146	Data Visualization (minimum grade of C)	3
<b>Credit Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
MKTG 3115	Principles of Marketing (minimum 2.0 GPA)	3
MISM 4168	Systems Analysis & Design (minimum grade of C)	3
AREA H	Choose one of the following (minimum grade of C)	3
BUSA 3116	Managerial Decision Making	
MISM 4899	Independent Study	
MKTG 4138	Marketing Analytics	
STAT 3127	Statistical Computing	
AREA I	Business Elective (minimum 2.0 GPA)	3
AREA I	Business Elective (minimum 2.0 GPA)	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3

BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0
MISM 4165	Project Management (minimum grade of C)	3
MISM 4128	Business Intelligence (minimum grade of C)	3
AREA I	General Elective (minimum 2.0 GPA)	3
AREA I	General Elective (minimum 2.0 GPA)	2
<b>Credit Hours</b>		<b>14</b>
<b>Total Credit Hours</b>		<b>123</b>

An overall 2.0 GPA is required for graduation.

## Admission Requirements

There are no program specific admission requirements.

## Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H and a C average in Area I business electives.