

# Raymond J. Harbert College of Business • Business Analytics Curriculum Model

## FRESHMAN YEAR

<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>		
ENGL 1100	<input type="checkbox"/> ENGLISH COMP I	3	ENGL 1120	<input type="checkbox"/> ENGLISH COMP II	3
	<input type="checkbox"/> HIST 1010 or HIST 1020 ▲	3		<input type="checkbox"/> CORE OPTION ▲	3
MATH 1680	<input type="checkbox"/> CALCULUS W/ BUS APP I	4	COMM 1000	<input type="checkbox"/> PUBLIC SPEAKING	3
	<input type="checkbox"/> CORE LAB SCIENCE I <sup>1</sup>	4		<input type="checkbox"/> CORE LAB SCIENCE II <sup>1</sup>	4
BUSI 1010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS I	1		<input type="checkbox"/> CORE FINE ART <sup>1</sup>	3

## SOPHOMORE YEAR

<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>		
ECON 2020	<input type="checkbox"/> MICROECONOMICS	3	ECON 2030	<input type="checkbox"/> MACROECONOMICS	3
	<input type="checkbox"/> CORE LIT I or II ▲	3		<input type="checkbox"/> CORE OPTION ▲	3
ACCT 2110	<input type="checkbox"/> FINANCIAL ACCOUNTING	3	ACCT 2210	<input type="checkbox"/> MANAGERIAL ACCOUNTING	3
BUAL 2600	<input type="checkbox"/> BUSINESS ANALYTICS I	3	ACCT 2770	<input type="checkbox"/> BUSINESS LAW	3
BUSI 2010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS II	1	BUAL 2650	<input type="checkbox"/> BUSINESS ANALYTICS II	3
SCMN 2150	<input type="checkbox"/> OPS: MNGT OF BUSINESS PROCESSES	2			

## JUNIOR YEAR

<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>		
<b>BUAL 5610</b>	<input type="checkbox"/> <b>PREDICTIVE MODELING FOR BUS DECIS.</b>	<b>3</b>	<b>BUAL 5600</b>	<input type="checkbox"/> <b>PRINCIPLES OF PREDICTIVE MODELING</b>	<b>3</b>
<b>BUAL 3010</b>	<input type="checkbox"/> <b>PROF DEVELOPMENT IN BUS ANALYTICS</b>	<b>1</b>	<b>BUAL 5660</b>	<input type="checkbox"/> <b>DESCRIP. ANALYTICS FOR BUS DECISIONS</b>	<b>3</b>
<b>BUAL 5650</b>	<input type="checkbox"/> <b>BUSINESS DATA MNGT &amp; ACQUISITION</b>	<b>3</b>		<input type="checkbox"/> <b>BUSINESS ANALYTICS ELEC <sup>2</sup>(*ISMN 3830)</b>	<b>3</b>
CTCT 3250	<input type="checkbox"/> INFORMATION ANALYSIS	3	MKTG 3310	<input type="checkbox"/> PRINCIPLES OF MARKETING	3
FINC 3610	<input type="checkbox"/> PRINCIPLES OF FINANCE	3	MNGT 3100	<input type="checkbox"/> PRINCIPLES OF MANAGEMENT	3
ISMN 2140	<input type="checkbox"/> INTRO TO INFO SYSTEMS MNGT	2		<input type="checkbox"/> FREE ELECTIVE	2

## SENIOR YEAR

<u>FIRST SEMESTER</u>			<u>SECOND SEMESTER</u>		
	<input type="checkbox"/> <b>BUSINESS ANALYTICS ELEC <sup>2</sup>(*ISMN 5650)</b>	<b>3</b>	<b>BUAL 5860</b>	<input type="checkbox"/> <b>COMM. QUANT. RESULTS IN BUS.</b>	<b>3</b>
	<input type="checkbox"/> <b>BUSINESS ANALYTICS ELEC <sup>2</sup></b>	<b>3</b>		<input type="checkbox"/> <b>BUSINESS ANALYTICS ELEC <sup>2</sup></b>	<b>3</b>
	<input type="checkbox"/> <b>BUSINESS ANALYTICS ELEC <sup>2</sup></b>	<b>3</b>	MKTG 4800	<input type="checkbox"/> STRATEGIC MANAGEMENT	3
BUSI 4010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS IV	1		<input type="checkbox"/> FREE ELECTIVE	3
	<input type="checkbox"/> FREE ELECTIVE	2		<input type="checkbox"/> FREE ELECTIVE	3
	<input type="checkbox"/> FREE ELECTIVE	3	UNIV 4AA0	<input type="checkbox"/> ACHIEVE THE CREED (GRADUATION)	0

**TOTAL: 123 CREDIT HOURS**

**Notes:**

- Auburn University requires a minimum 2.0 major GPA & a minimum 2.0 AU cumulative GPA to satisfy graduation requirements.
  - Refer to the AU Bulletin at [bulletin.auburn.edu](http://bulletin.auburn.edu) for course descriptions, frequencies, and pre-requisite information.
  - Students may have no more than 4 hours of PHED coursework and may not repeat a course in which a grade of 'C' or better was earned.
- 1/2 See page two/three for a list of approved courses \* **Suggested BUAL Elective (full list on page 3) - Contact your advisor with questions\***
- 3 HIST 1210/1220 can be taken in lieu of HIST 1010/1020
- ▲ Business students must complete all four courses in either Option 1 or Option 2 below. See page two for a list of approved courses.

**Option 1: 2 Literatures and 1 History**

- Core Literature I<sup>1</sup>
- Core Literature II (from the same series)<sup>1</sup>
- HIST 1010 -OR- HIST 1020<sup>3</sup>
- Core Social Science<sup>1</sup>

**Option 2: 2 Histories and 1 Literature**

- HIST 1010<sup>3</sup>
- HIST 1020<sup>3</sup>
- Core Literature I or II<sup>1</sup>
- Core Humanities<sup>1</sup>

Major Course	Grade	Major Course	Grade
BUAL 5650		BUAL ELEC (*ISMN 3830)	
BUAL 5660		BUAL ELEC (*ISMN 5290)	
BUAL 5600		BUAL ELEC (*ISMN 5650)	
BUAL 5610		BUAL ELEC	
BUAL 5860		BUAL ELEC	
BUAL 3010			
<b>31 Major Hours</b>			

**Free Electives**


## Choices for University Core Requirements

Students enrolled in the University Honors College may enroll in the Honors equivalents of any of the core options listed below.

### Core Literature options

If choosing 2 History/1 Lit option, choose any single Lit course.

If choosing 2 Lit/1 History option, must complete Lit I & II from the same series.

- ENGL 2200 (World Literature I) – 3 hrs
- ENGL 2210 (World Literature II) – 3 hrs
- ENGL 2230 (British Literature I) – 3 hrs
- ENGL 2240 (British Literature II) – 3 hrs
- ENGL 2250 (American Literature I) – 3 hrs
- ENGL 2260 (American Literature II) – 3 hrs
- ENGL 2270 (African American Lit I) – 3 hrs
- ENGL 2280 (African American Lit II) – 3 hrs

### Core Humanities options

One Core Humanities course is required only for students choosing the 2 History/ 1 Lit option.

- FLGC 1150 (Global Fluency and Awareness) – 3 hrs
- PHIL 1010 (Intro to Logic) – 3 hrs
- PHIL 1020 (Intro to Ethics) – 3 hrs
- PHIL 1030 (Ethics & Health Sciences) – 3 hrs
- PHIL 1040 (Business Ethics) – 3 hrs
- PHIL 1050 (Political Philosophy) – 3 hrs
- PHIL 1060 (Philosophy of East and West) – 3 hrs
- PHIL 1070 (Philosophy of Art, Value, and Society) – 3 hrs
- PHIL 1080 (Intro to Philosophy of Religion) – 3 hrs
- PHIL 1090 (Philosophy of Race and Gender) – 3 hrs
- PHIL 1100 (Intro to Philosophy) – 3 hrs
- PHIL 1110 (Philosophy of Science and Critical Thinking) – 3 hrs
- PHIL 1120 (Intro to Environmental Ethics) – 3 hrs
- RELG 1040 (Western Religions) – 3 hrs
- RELG 1050 (Eastern Religions) – 3 hrs
- UNIV 2710 (Human Odyssey) – 3 hrs
- A 2<sup>nd</sup> Core Fine Arts class – 3 hrs
- A 2<sup>nd</sup> Core Literature class – 3 hrs
- ~HONR 1017 (Technology and Culture II) – 3 hrs

~ Only for students enrolled in the University Honors College

### Core Fine Arts options

- ARCH 2600 (The Art of Architecture, Place, and Culture) – 3 hrs
- ARTS 1510 (Looking at Art: Approaches to Interpretation) – 3 hrs
- ARTS 1610 (Introduction to Art History) – 3 hrs
- ENVD 2040 (Design, Invention, and Society) – 3 hrs
- INDD 1120 (Industrial Design in Modern Society) – 3 hrs.
- MUSI 2730 (Appreciation of Music) – 3 hrs
- MUSI 2740 (Survey of Popular Music) – 3 hrs
- MUSI 2750 (Music and Science) – 3 hrs
- MDIA 2350 (Introduction to Film Studies) – 3 hrs
- THEA 2010 (Introduction to Theatre) – 3 hrs
- THEA 2020 (Acting Aesthetics) – 3 hrs

### Core Social Science options

One Core Social Science course is required only for students choosing the 2 Lit/ 1 History core option.

- AFRI 2000 (Intro to Africana Studies) – 3 hrs
- AGE 1000 (Global Issues in Food, Ag, Dev, and Environment) – 3 hrs
- ANTH 1000 (Intro to Anthropology) – 3 hrs
- COUN 2000 (Living & Communicating in a Diverse Society) – 3 hrs
- GEOG 1010 (Global Geography) – 3 hrs
- GSHS 2000 (Global Studies in Human Sciences) – 3 hrs.
- POLI 1050 (Global Politics and Issues) – 3 hrs
- POLI 1090 (American Government) – 3 hrs
- PSYC 2010 (Intro to Psychology) – 3 hrs
- SOCY 1000 (Sociology: Global Perspectives) – 3 hrs
- SOCY 1100 (Current Issues in Race and Ethics) – 3 hrs
- SUST 2000 (Intro to Sustainability) – 3 hrs
- ~HONR 1007 (Technology and Culture I) – 3 hrs
- ~HONR 1027 (Sustainability and the Modern World I) – 3 hrs
- ~HONR 1037 (Sustainability and the Modern World II) – 3 hrs
- NATR 2050 (People and the Environment) – 3 hrs
- UNIV 2720 (Human Odyssey II) – 3 hrs
- WMST 2100 (Intro to Women's & Gender Studies) – 3 hrs

~ Only for students enrolled in the University Honors College

### Core Lab Science options

Students must complete one of the following 2-course options, plus labs.

The 2 courses should NOT be taken together during the same semester.

- SCMH 1010 & BIOL 1010 (Concepts of Science & Survey of Life)
- SCMH 1010 & CSES 1010 (Concepts of Science & Soils and Life)
- SCMH 1010 & CSES 1020 (Concepts of Science & Crops and Life)
- SCMH 1010 & CHEM 1010 (Concepts of Science & Survey of Chemistry I)
- SCMH 1010 & FOWS 1020 or FOWS 1030 or FOWS 1040 (CoS & Nature I or II or Climate I)
- SCMH 1010 & GEOL 1100 (Concepts of Science & Dynamic Earth)
- SCMH 1010 & PHYS 1000 (Concepts of Science & Foundations of Physics)
- SCMH 1010 & PHYS 1150 (Concepts of Science & Astronomy)
- SCMH 1010 & PHYS 1500 (Concepts of Science & General Physics I)
- BIOL 1000 & BIOL 1010 (Intro to Biology & Survey of Life)
- CHEM 1010 & CHEM 1020 (Survey of Chemistry I & Survey of Chemistry II)
- CSES 1010 & CSES 1020 (Soils and Life & Crops and Life) – can be taken out of sequence
- FOWS 1020 & FOWS 1030 (Science of Nature I & Science of Nature II)
- FOWS 1040 & FOWS 1050 (Climate Science I & Climate Science II)
- GEOG 1020 & GEOG 1030 (Global Systems I & Global Systems II)
- GEOL 1100 & GEOL 1110 (Dynamic Earth & Earth and Life Through Time)
- GEOL 1100 & GEOG 1020 or GEOG 1030 (Dynamic Earth & Global Systems I or II)
- PHYS 1500 & PHYS 1510 (General Physics I & General Physics II)



#### Additional options

**WARNING** – These options are NOT recommended for HCoB students since they include courses structured for Science & Engineering students.

- BIOL 1020 & BIOL 1030
- BIOL 1020 & BIOL 1010\*\*
- CHEM 1030 & CHEM 1040
- CHEM 1110 & CHEM 1020
- PHYS 1600 & PHYS 1610
- SCMH 1010 & PHYS 1600
- SCMH 1010 & CHEM 1030
- SCMH 1010 & CHEM 1110

\*\*Business majors who earn AP BIOL 1020 credit and have not earned a 2<sup>nd</sup> core science credit should take BIOL 1010 to satisfy the 8 hrs core science requirement.

### Available Substitutions

- HIST 1210/1220 (Technology and Civilization I/II) can be substituted for HIST 1010/1020 to satisfy the core History requirement(s)
- MATH 1610 can be substituted for the MATH 1680 requirement. Note that MATH 1610 has higher prerequisites than MATH 1680.

## **Business Analytics Major Notes**

- All 3000-5000 level business courses require junior standing (60 hrs)
- MNGT 4800 requires senior standing (90 hrs) and PR of the 3 Principles courses. This course must be completed at AU
- Any directed reading course or internship course must receive departmental approval prior to registration
- **Prerequisites and/or corequisites for Business courses are strictly enforced**
- Refer to the AU Bulletin for course prerequisites and descriptions <http://bulletin.auburn.edu.coursesofinstruction>

### **\*Required Business Analytics Courses**

- BUAL 3010 Professional Development in Business Analytics *P/C BUSI 2010 and P/C BUAL 2650*
- BUAL 5600 Principles of Predictive Modeling *Pr. BUAL 2650*
- BUAL 5610 Business Decisions with Predictive Modeling *Pr. BUAL 2650*
- BUAL 5650 Enterprise Management of the Big Data Environment *Pr. BUAL 2600*
- BUAL 5660 Technical Aspects of Big Data *Pr. BUAL 2600*
- BUAL 5860 Communicating Quantitative Results In Business *Pr. BUAL 5610 and BUAL 5660*

### **\*Suggested Business Analytics Electives**

- BUAL 5700 Big Data Infrastructure and Apps *Pr. ISMN 5650*
- FINC 3630 Advanced Business Finance *Pr. (Grade of C or better in FINC 3610) & (BUAL 2600 or equivalent)*
- FINC 3640 Investments *Pr. FINC 3610*
- FINC 3750 Financial Modeling *P/C FINC 3630 and P/C FINC 3640*
- ISMN 3080 Programming and Computer Applications
- ISMN 3830 Database Management Systems
- ISMN 4090 Digital Business Design *Pr. ISMN 3830 or ISMN 3840*
- ISMN 4850 Competitive Strategies Through Information
- ISMN 5040 Telecommunications Management *Pr. ISMN 2140*
- ISMN 5290 Business Programming for Analytics *Pr. BUAL 5650 or BUAL 5600*
- ISMN 5370 Project Management
- ISMN 5620 Business Application with Open-Source Software, *Spring Only*
- ISMN 5650 Advanced Business Application Development
- ISMN 5730 Security and Information Assurance
- ISMN 5740 Information Risk Analysis
- ISMN 5750 Information Technology Auditing *Pr. ISMN 5730*
- ISMN 5960 Special Problems
- MKTG 4360 Marketing Research *Pr. (Grade of C or better in MKTG 3310) and (BUAL 2650 or equivalent)*
- STAT 3600 Probability And Statistics I *Pr. MATH 1620 or MATH 1720*
- STAT 3610 Probability And Statistics II *Pr. STAT 3600*
- BUAL 4920 Internship\*\* (requires approval by program champion, Mr. Lamb)
- BUAL 5900 Directed Studies (requires instructor approval)

\*Most **5000-level ISMN** courses will count toward BUAL Elective credit. For courses not listed, please check with your advisor. Special courses need BUAL department approval. \*

**\*\*Students who plan to intern should take ISMN 3830 and/or ISMN 5650 in their junior year to have the preferred experience for internships!**

### **Additional Degree Requirements**

Auburn University requires a minimum 2.0 major GPA & a minimum 2.0 AU cumulative GPA to satisfy graduation requirements.