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

## FRESHMAN YEAR

### FIRST SEMESTER

- **ENGL 1100**  
  English Comp I 3
- **MATH 1680**  
  Calculus w/ Bus App I 4
- **BUSI 1010**  
  Contemp Issues Bus Admin I 1

### SECOND SEMESTER

- **ENGL 1120**  
  English Comp II 3
- **COMP 1000/1003**  
  Core Lab Science I 4
- **BUSI 2103**  
  Oral Comm. for Business 1

## SOPHOMORE YEAR

### FIRST SEMESTER

- **ECON 2020**  
  Microeconomics 3
- **ACCT 2110**  
  Financial Accounting 3
- **ACCT 2700**  
  Business Law 3
- **BUAL 2600**  
  Business Analytics I 3
- **BUSI 2010**  
  Contemp Issues Bus Admin II 1

### SECOND SEMESTER

- **ECON 2030**  
  Macroeconomics 3
- **ACCT 2210**  
  Managerial Accounting 3
- **BUAL 2650**  
  Business Analytics II 3
- **FREE ELECTIVE**  
  3

## JUNIOR YEAR

### FIRST SEMESTER

- **MNGT 3100**  
  Principles of Management 3
- **BUAL 5650**  
  Big Data I 3
- **ISMN 3140**  
  Intro to Info Systems Mngt 2
- **PHIL 1040/1020**  
  Business Ethics 4

### SECOND SEMESTER

- **BUAL 5660**  
  Big Data II 3
- **BUAL 5600**  
  Predictive Modeling I 3
- **FREE ELECTIVE**  
  3

## SENIOR YEAR

### FIRST SEMESTER

- **BUAL 5610**  
  Predictive Modeling II 3
- **BUAL 5600**  
  Predictive Modeling Elec 2 3
- **BUAL 5860**  
  Predictive Modeling Elec 2 3
- **FREE ELECTIVE**  
  3

### SECOND SEMESTER

- **BUAL 5860**  
  Comm. Quant. Results in Bus. 3
- **BUAL 5600**  
  Business Analytics Elec 2 3
- **BUAL 5610**  
  Business Analytics Elec 2 3
- **FREE ELECTIVE**  
  3
- **UNIV 4AA0**  
  University 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 for course descriptions, frequencies, and pre-requisite information.
- Students may have no more than 4 hours of PHED course work 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

3 HIST 1210/1220 can be taken in lieu of HIST 1010/1020

4 PHIL 1030 can be taken to satisfy the PHIL 1040/1020 Ethics requirement. See Available Substitutions on page two for conditions.

▲ 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
- Core Literature II (from same series)
- HIST 1010 -OR- HIST 1020
- Core Social Science

### Option 2: 2 Histories and 1 Literature
- HIST 1010
- HIST 1020
- Core Literature I or II
- Core Humanities

<table>
<thead>
<tr>
<th>Major Courses</th>
<th>Grade</th>
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<tbody>
<tr>
<td>BUAL 5650</td>
<td>BUAL ELEC</td>
<td>BUAL 5660</td>
<td>BUAL ELEC</td>
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<td>BUAL 5660</td>
<td>BUAL ELEC</td>
<td>BUAL 5600</td>
<td>BUAL ELEC</td>
</tr>
<tr>
<td>BUAL 5610</td>
<td>BUAL ELEC</td>
<td>BUAL 5860</td>
<td>BUAL ELEC</td>
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31 Major Hours

<table>
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<tr>
<th>Free Electives</th>
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2018-2018, OCore.SMajors
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 Literatures; 1 History" core option, the two Lit courses must be from the same series (2200 & 2210, 2230 & 2240; or 2250 & 2260).

- ENGL 2200 (World Literature I) – 3 hrs
- ENGL 2210 (World Literature II) – 3 hrs
- ENGL 2220 (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

### Core Humanities options

One Core Humanities course is required only for students choosing the "2 History; 1 Literature" core option. 

'2 History/1 Lit' students who complete US History credit prior to entering AU must use that credit to substitute the World History requirement. 

One Core Social Science course is required only for students choosing the "2 Social Science, 1 Literature" core option.

### Core Social Science options

One Core Social Science course is required only for students choosing the "2 Social Sciences, 1 Literature" core option. 

### 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 & 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
- GEOI 1100 & GEOL 1110 (Dynamic Earth & Earth and Life Through Time)
- PHYS 1500 & PHYS 1510 (General Physics I & General Physics II)

### 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 (Intro to Art History) – 3 hrs
- ENVD 2040 (Design, Invention and 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

No longer offered, but will still satisfy requirement if completed previously: ARTS 1710, ARTS 1720, ARTS 1730, THEA 2020

### Available Substitutions

- HIST 1210/1220 (Technology and Civilization I/II) can be substituted for HIST 1010/1020 to satisfy the core History option
- PHIL 1030 (Ethics & Health Sciences) can be taken to satisfy the PHIL 1020/1040 Ethics requirement. PHIL 1030 cannot be used to satisfy both the Ethics and Core Humanities requirements. It can be used to satisfy only one of these requirements.

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STOP Additional options: WARNING – These options are NOT recommended for HCoB students since they are primarily 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 Analytics Major Notes
- All 3000-5000 level business courses require junior standing (60 hrs). MNGT 4800 requires senior standing (90 hrs).
- Any directed reading course or internship course must receive departmental approval prior to registration.
- **Prerequisites and/or corequisites for the courses below are enforced. Refer to the course listings in the [AU Bulletin](https://www.gw.edu/au-bulletin) for information on course prerequisites.**

### Required Business Analytics Courses

<table>
<thead>
<tr>
<th>Course ID</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Offered</th>
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</thead>
<tbody>
<tr>
<td>BUAL 5600</td>
<td>Predictive Modeling I</td>
<td>Pr. (BUAL 2600 or equivalent) and (BUAL 2650 or equivalent)</td>
<td>Offered Spring only</td>
</tr>
<tr>
<td>BUAL 5610</td>
<td>Predictive Modeling II</td>
<td>Pr. (BUAL 2600 or equivalent) and (BUAL 2650 or equivalent)</td>
<td>Offered Fall only</td>
</tr>
<tr>
<td>BUAL 5650</td>
<td>Big Data I</td>
<td>Pr. (BUAL 2600 or equivalent) and (BUAL 2650 or equivalent)</td>
<td>Offered Fall only</td>
</tr>
<tr>
<td>BUAL 5660</td>
<td>Big Data II</td>
<td>Pr. BUAL 5650</td>
<td>Offered Spring only</td>
</tr>
<tr>
<td>BUAL 5860</td>
<td>Communicating Quantitative Results In Business</td>
<td>Pr. (BUAL 2600 or equivalent) and (BUAL 2650 or equivalent) and (BUAL 5650) and (BUAL 5610)</td>
<td></td>
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</tbody>
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### Choices for Business Analytics Electives

<table>
<thead>
<tr>
<th>Course ID</th>
<th>Course Title</th>
<th>Prerequisites</th>
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</thead>
<tbody>
<tr>
<td>FINC 3630</td>
<td>Advanced Business Finance</td>
<td>Pr. (Grade of C or better in FINC 3610 or FINC 3617) and (BUAL 2600 or equivalent)</td>
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<tr>
<td>FINC 3640</td>
<td>Investments</td>
<td>Pr. FINC 3610 or FINC 3617</td>
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<tr>
<td>ISMN 3070</td>
<td>Business System Logic And Modeling</td>
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<tr>
<td>ISMN 3830</td>
<td>Database Management Systems</td>
<td>Offered Spring and Summer</td>
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<tr>
<td>ISMN 4090</td>
<td>Design Of Business Systems</td>
<td>Pr. ISMN 3830 or ISMN 3840</td>
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<tr>
<td>ISMN 4870</td>
<td>Database Server Fundamentals</td>
<td>Cr. ISMN 3830</td>
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<tr>
<td>ISMN 5270</td>
<td>Current Issues In IS For Orgs</td>
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<tr>
<td>MKTG 4360</td>
<td>Marketing Research</td>
<td>Pr. (Grade of C or better in either MKTG 3310 or MKTG 3317) and (BUAL 2650 or equivalent)</td>
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<tr>
<td>SCMN 3710</td>
<td>Logs: Mngt Of Fulfillment Proc</td>
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<tr>
<td>SCMN 3720</td>
<td>Trans: Mngt Of Product Flows</td>
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<td>SCMN 4700</td>
<td>Supply Chain Performance Management</td>
<td>Pr. SCMN 3710 or SCMN 3720</td>
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<tr>
<td>STAT 3600</td>
<td>Probability And Statistics I</td>
<td>Pr. MATH 11620 or MATH 1627 or MATH 1720</td>
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<tr>
<td>STAT 3610</td>
<td>Probability And Statistics II</td>
<td>Pr. STAT 3600</td>
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### Business Capstone Course

<table>
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<tr>
<th>Course ID</th>
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<tbody>
<tr>
<td>MNGT 4800</td>
<td>Strategic Management</td>
<td>Pr. MNGT 3100, FINC 3610, MKTG 3310 and senior standing</td>
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