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

## Freshman Year

<table>
<thead>
<tr>
<th>FIRST SEMESTER</th>
<th>Grade</th>
<th>SECOND SEMESTER</th>
<th>Grade</th>
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<tbody>
<tr>
<td>ENGL 1100</td>
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<td>ENGL 1120</td>
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<tr>
<td>ENGLISH COMP I</td>
<td>3</td>
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<td>MATH 1680</td>
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<td>CORE FINES ART 1</td>
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</tr>
<tr>
<td>CALCULUS W/ BUS APP I</td>
<td>4</td>
<td>PERSONAL COMPUTER APPLICATIONS</td>
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<tr>
<td>CORE LAB SCIENCE I 1</td>
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<td>BUSI 1010</td>
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<td>CORE OPTION ▲</td>
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<tr>
<td>CONTEMP ISSUES BUS ADMIN I</td>
<td>1</td>
<td>ORAL OPTION FOR BUSINESS</td>
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<th>FIRST SEMESTER</th>
<th>Grade</th>
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<tr>
<td>ECON 2020</td>
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<td>MACROECONOMICS</td>
<td>3</td>
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<tr>
<td>ACCT 2110</td>
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<td>MANAGERIAL ACCOUNTING</td>
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<td>CORE OPTION ▲</td>
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<tr>
<td>ACCT 2700</td>
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<td>BUSINESS LAW</td>
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<tr>
<td>BUAL 2600</td>
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<td>BUSINESS ANALYTICS II</td>
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<tr>
<td>BUSI 2010</td>
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## Sophomore Year

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<tr>
<td>MNGT 3100</td>
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<td>BUAL 5650</td>
<td></td>
<td>PRINCIPLES OF MARKETING</td>
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<td>BIG DATA II</td>
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<td>PHIL 1040/1020</td>
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<td>PREDICTIVE MODELING I</td>
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## Junior Year

<table>
<thead>
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<tbody>
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<td>BUAL 5610</td>
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<td>BUAL 5660</td>
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<td></td>
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<td>BUAL 5660</td>
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<td>BUSINESS ANALYTICS ELEC 2</td>
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## Senior Year

<table>
<thead>
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<th>FIRST SEMESTER</th>
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<tbody>
<tr>
<td>BUAL 5650</td>
<td>BUAL ELECTIVE</td>
<td>BUAL ELECTIVE</td>
<td>Grade</td>
</tr>
<tr>
<td>BUAL 5660</td>
<td>BUAL ELECTIVE</td>
<td>BUAL ELECTIVE</td>
<td>Grade</td>
</tr>
<tr>
<td>BUAL 5600</td>
<td>BUAL ELECTIVE</td>
<td>BUAL ELECTIVE</td>
<td>Grade</td>
</tr>
<tr>
<td>BUAL 5610</td>
<td>BUAL ELECTIVE</td>
<td>BUAL ELECTIVE</td>
<td>Grade</td>
</tr>
<tr>
<td>BUAL 5860</td>
<td>BUAL ELECTIVE</td>
<td>BUAL ELECTIVE</td>
<td>Grade</td>
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</tbody>
</table>

## 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 1010-1020
- Core Social Science

### Option 2: 2 Histories and 1 Literature

- HIST 1010
- HIST 1020
- Core Literature I or II
- Core Humanities

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<table>
<thead>
<tr>
<th>Major Courses</th>
<th>Grade</th>
<th>Major Courses</th>
<th>Grade</th>
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<tr>
<td>BUAL 5650</td>
<td>BUAL ELECTIVE</td>
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<td>BUAL ELECTIVE</td>
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<tr>
<td>BUAL 5600</td>
<td>BUAL ELECTIVE</td>
<td>BUAL 5610</td>
<td>BUAL ELECTIVE</td>
</tr>
<tr>
<td>BUAL 5860</td>
<td>BUAL ELECTIVE</td>
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<td></td>
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</table>
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 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 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

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 1710 (Introduction to Art History I) – 3 hrs
- ARTS 1720 (Introduction to Art History II) – 3 hrs
- ARTS 1730 (Introduction to Art History III) – 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
- THEA 2020 (Aesthetics of Acting) – 3 hrs

Core Humanities options

Required only for students choosing the “2 History; 1 Literature” core option.

- FLGC 1150 (Global Fluency and Awareness) – 3 hrs
- PHIL 1010 (Intro to Logic) – 3 hrs
- PHIL 1030 (Ethics & Health Sciences) – 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
- COMM 1000 (Public Speaking) – 3 hrs Non-Marketing majors only
- A 2nd Core Fine Arts class – 3 hrs
- A 2nd Literature class – 3 hrs
- ~HONR 1007 (Technology and Culture I) – 3 of 6 hrs
- ~HONR 1017 (Technology and Culture II) – 3 of 6 hrs
- ~HONR 1027 (Sustainability and the Modern World I) – 3 hrs
- ~HONR 1037 (Sustainability and the Modern World II) – 3 hrs
- Only for students enrolled in the University Honors College

Core Social Science options

Required only for students choosing the “2 Literatures; 1 History” core option.

Students who receive AP or high school dual enrollment core History credit must complete one of the following: ANTH 1000, GEOG 1010, PSYC 2010, or SOCY 1000

- ANTH 1000 (Intro to Anthropology) – 3 hrs
- COUN 2000 (Living & Communicating in a Diverse Society) – 3 hrs
- GEOG 1010 (Global Geography) – 3 hrs
- POLI 1050 (Global Politics and Issues) – 3 hrs
- POLI 1090 (American Government) – 3 hrs
- PSYC 2010 (Intro to Psychology) – 3hrs
- SOCY 1000 (Sociology: Global Perspectives) – 3 hrs
- SUST 2000 (Intro to Sustainability) – 3 hrs
- ~HONR 1007 (Technology and Culture I) – 3 of 6 hrs
- ~HONR 1017 (Technology and Culture II) – 3 of 6 hrs
- ~HONR 1027 (Sustainability and the Modern World I) – 3 hrs
- ~HONR 1037 (Sustainability and the Modern World II) – 3 hrs
- Only for students enrolled in the University Honors College

Core Lab Science options

All lab science options are 4 hours each (3 hours lecture plus 1 hour lab)

If the first Core Lab Science is: If the first Core Lab Science is:
SCMH 1010 BIOL 1010*, CSES 1010, GEOL 1100*, CHEM 1010*, CHEM 1030*, CHEM 1110*, PHYS 1000, PHYS 1150, PHYS 1500, or PHYS 1600
BIOL 1000* BIOL 1010*
BIOL 1020* or BIOL 1027* BIOL 1030* or BIOL 1037* (NOTICE: THIS IS PRE-MED BIOLOGY!)
CHEM 1010* CHEM 1020*
CHEM 1030* or CHEM 1037* CHEM 1040* or CHEM 1047* (NOTICE: THIS IS PRE-MED CHEMISTRY!)
CHEM 1110* CHEM 1120* (NOTICE: THIS IS ENGINEERING CHEMISTRY!)
CSES 1010 CSES 1020
GEOL 1100* GEOL 1110*
PHYS 1500 PHYS 1510
PHYS 1600 PHYS 1610 (NOTICE: THIS IS ENGINEERING PHYSICS!)

* Must also register for accompanying lab

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.
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 for information on course prerequisites.**

## Required Business Analytics Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
<th>Offered</th>
</tr>
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<tbody>
<tr>
<td>BUAL 5600</td>
<td>Predictive Modeling I</td>
<td>(BUAL 2600 or equivalent) and (BUAL 2650 or equivalent)</td>
<td>Fall</td>
</tr>
<tr>
<td>BUAL 5610</td>
<td>Predictive Modeling II</td>
<td>(BUAL 2600 or equivalent) and (BUAL 2650 or equivalent)</td>
<td>Fall</td>
</tr>
<tr>
<td>BUAL 5650</td>
<td>Big Data I</td>
<td>(BUAL 2600 or equivalent) and (BUAL 2650 or equivalent)</td>
<td>Fall</td>
</tr>
<tr>
<td>BUAL 5660</td>
<td>Big Data II</td>
<td>BUAL 5650, BUAL 6650, or BUAL 6656</td>
<td>Spring</td>
</tr>
<tr>
<td>BUAL 5860</td>
<td>Communicating Quantitative Results In Business</td>
<td>(BUAL 2600 or equivalent) and (BUAL 2650 or equivalent)</td>
<td>Fall</td>
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## Choices for Business Analytics Electives

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINC 3630</td>
<td>Advanced Business Finance</td>
<td>(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>FINC 3610 or FINC 3617</td>
</tr>
<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>
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<tr>
<td>ISMN 4090</td>
<td>Design Of Business Systems</td>
<td>ISMN 3830 or ISMN 3840</td>
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<td>ISMN 4870</td>
<td>Database Server Fundamentals</td>
<td>ISMN 3830</td>
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<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>(Grade of C or better in either MKTG 3310 or MKTG 3317)</td>
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<tr>
<td>SCMN 3710</td>
<td>Logs: Mngt Of Fulfillment Proc</td>
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<td>SCMN 3720</td>
<td>Trans: Mngt Of Product Flows</td>
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<td>STAT 3600</td>
<td>Supply Chain Performance Management</td>
<td>SCMN 3710 or SCMN 3720</td>
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<tr>
<td>STAT 3610</td>
<td>Probability And Statistics I</td>
<td>MATH 11620 or MATH 1627 or MATH 1720</td>
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## Business Capstone Course

- MNGT 4800 Strategic Management  Pr. MNGT 3100, FINC 3610, MKTG 3310 and senior standing
## University Core Requirements – Choose Option 1 or 2 (42 Hours)

### Option 1: 2 Literatures and 1 History
- ENGL 1100 English Composition I 3
- ENGL 1120 English Composition II 3
- MATH 1680 Business Calculus I 4
- __________ Core Lab Science I 1 4
- __________ Core Lab Science II 1 4
- __________ Core Fine Arts 1 3
- PHIL 1020 or 1040 Ethics or Business Ethics 4
- ECON 2020 Microeconomics 3
- ECON 2030 Macroeconomics 3
- __________ Core Literature I 1 3
- __________ Core Literature II 1 3
- HIST 1010 or 1020 World History I or II 3
- __________ Core Social Science 1 3

### Option 2: 2 Histories and 1 Literature
- ENGL 1100 English Composition I 3
- ENGL 1120 English Composition II 3
- MATH 1680 Business Calculus I 4
- __________ Core Lab Science I 1 4
- __________ Core Lab Science II 1 4
- __________ Core Fine Arts 1 3
- PHIL 1020 or 1040 Ethics or Business Ethics 4
- ECON 2020 Microeconomics 3
- ECON 2030 Macroeconomics 3
- HIST 1010 World History I 3
- HIST 1020 World History II 3
- __________ Core Literature I 1 3
- __________ Core Literature II 1 3
- __________ Core Humanities 1 3

### Core Literature I
- __________
- __________

### Core Literature II
- __________
- __________

### Core Social Science
- __________
- __________

## College Core Requirements (32 Hours)
- COMP 1000/3 PC Applications 2
- BUSI 1010 Contemporary Issues in Business I 1
- BUSI 2010 Contemporary Issues in Business II 1
- BUSI 2100 Oral Communication for Business 1
- ACCT 2700 Business Law 3
- ACCT 2110 Financial Accounting 3
- ACCT 2210 Managerial Accounting 3
- BUAL 2600 Business Analytics I 3
- BUAL 2650 Business Analytics II 3
- FINC 3610 Principles of Finance 3
- MNGT 3100 Principles of Management 3
- MKTG 3310 Principles of Marketing 3
- MNGT 4800 Strategic Management 3

## Major Requirements (30 Hours)
- BUAL 5650 Big Data I 3
- BUAL 5660 Big Data II 3
- BUAL 5600 Predictive Modeling I 3
- BUAL 5610 Predictive Modeling II 3
- BUAL 5860 Comm. Quant. Results in Business 3
- __________ Business Analytics Elective** 3
- __________ Business Analytics Elective** 3
- __________ Business Analytics Elective** 3
- __________ Business Analytics Elective** 3

## Supporting Requirements (2 Hours)
- ISMN 3140 Intro to Mngt Information Systems 2

## Free Electives (17 Hours)
- __________
- __________
- __________
- __________
- __________
- __________
- __________

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