

# 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"/> CORE OPTION ▲	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
ACCT 2110	<input type="checkbox"/> FINANCIAL ACCOUNTING	3	ACCT 2210	<input type="checkbox"/> MANAGERIAL ACCOUNTING	3
	<input type="checkbox"/> CORE OPTION ▲	3		<input type="checkbox"/> CORE OPTION ▲	3
ACCT 2700	<input type="checkbox"/> BUSINESS LAW	3	BUAL 2650	<input type="checkbox"/> BUSINESS ANALYTICS II	3
BUAL 2600	<input type="checkbox"/> BUSINESS ANALYTICS I	3	CTCT 3250	<input type="checkbox"/> INFORMATION ANALYSIS	3
BUSI 2010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS II	1			

## JUNIOR YEAR

<u>FIRST SEMESTER</u>		<u>SECOND SEMESTER</u>			
BUAL 5600	<input type="checkbox"/> PREDICTIVE MODELING I	3	MKTG 3310	<input type="checkbox"/> PRINCIPLES OF MARKETING	3
BUAL 3010	<input type="checkbox"/> PROF DEVELOPMENT IN BUS ANALYTICS	1	BUAL 5660	<input type="checkbox"/> TECH ASPECTS OF BIG DATA	3
FINC 3610	<input type="checkbox"/> PRINCIPLES OF FINANCE	3	BUAL 5610	<input type="checkbox"/> PREDICTIVE MODELING II	3
BUAL 5650	<input type="checkbox"/> ENTERPRISE MNGT OF THE BIG DATA ENV	3		<input type="checkbox"/> BUSINESS ANALYTICS ELEC <sup>2</sup> (*ISMN 3830)	3
ISMN 2140	<input type="checkbox"/> INTRO TO INFO SYSTEMS MNGT	2	SCMN 2150	<input type="checkbox"/> OPS: MNGT OF BUSINESS PROCESSES	2
	<input type="checkbox"/> FREE ELECTIVE	3		<input type="checkbox"/> FREE ELECTIVE	2

## SENIOR YEAR

<u>FIRST SEMESTER</u>		<u>SECOND SEMESTER</u>			
	<input type="checkbox"/> FREE ELECTIVE	2	MNGT 4800	<input type="checkbox"/> STRATEGIC MANAGEMENT	3
MNGT 3100	<input type="checkbox"/> PRINCIPLES OF MANAGEMENT	3	BUAL 5860	<input type="checkbox"/> COMM. QUANT. RESULTS IN BUS.	3
	<input type="checkbox"/> BUSINESS ANALYTICS ELEC <sup>2</sup> (*ISMN 5650)	3		<input type="checkbox"/> BUSINESS ANALYTICS ELEC <sup>2</sup>	3
	<input type="checkbox"/> BUSINESS ANALYTICS ELEC <sup>2</sup>	3		<input type="checkbox"/> BUSINESS ANALYTICS ELEC <sup>2</sup>	3
BUSI 4010	<input type="checkbox"/> PROFESSIONAL DEVELOPMENT IN BUS IV	1		<input type="checkbox"/> FREE ELECTIVE	3
	<input type="checkbox"/> FREE ELECTIVE	3	UNIV 4AA0	<input type="checkbox"/> CREED TO SUCCEED (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 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    **\* Suggested BUAL Elective (full list 2<sup>nd</sup> page) - Contact 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 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 Courses	Grade	Major Courses	Grade	<b><u>Free Electives</u></b>		
BUAL 5650		BUAL ELEC (*ISMN 3830)		_____	_____	_____
BUAL 5660		BUAL ELEC (*ISMN 5650)		_____	_____	_____
BUAL 5600		BUAL ELEC		_____	_____	_____
BUAL 5610		BUAL ELEC		_____	_____	_____
BUAL 5860		BUAL ELEC		_____	_____	_____
BUAL 3010				_____	_____	_____
<b>31 Major Hours</b>				_____	_____	_____

## 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; 2250 & 2260, or 2270 & 2280).

- 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 Literature I) – 3hrs
- ENGL 2280 (African American Literature II) -3hrs

### Core Humanities options

One Core Humanities course is 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 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 1007 (Technology and Culture I) – 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) – 3hrs
- 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 Literatures; 1 History" core option.

- AFRI 2000 (Intro to Africana Studies) – 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) – 3hrs
  - 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
  - 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
- ~ 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 & 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
- GEOL 1100 & GEOL 1110 (Dynamic Earth & Earth and Life Through Time)
- PHYS 1500 & PHYS 1510 (General Physics I & General Physics II)

**STOP!** Additional options: **WARNING** – These options are NOT recommended for Harbert 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

### Available Substitutions

- HIST 1210/1220 (Technology and Civilization I/II) can be substituted for HIST 1010/1020 to satisfy the core History option

## **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**

- BUAL 3010 Professional Development in Business Analytics *P/C BUSI 2010*
- BUAL 5600 Predictive Modeling I *Pr. BUAL 2650 or equivalent*
- BUAL 5610 Predictive Modeling II *Pr. BUAL 5600*
- BUAL 5650 Enterprise Management of the Big Data Environment. *Pr. BUAL 2600*
- BUAL 5660 Tech 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. FINC 3610 and BUAL 2600 or equivalent*
- FINC 3640 Investments *Pr. FINC 3610*
- ISMN 3070 Business System Logic And Modeling
- ISMN 3830 Database Management Systems
- ISMN 4090 Design Of Business Systems *Pr. ISMN 3830*
- ISMN 5650 Application Development with Emerging Technologies
- ISMN 5290 Advanced Business Application Development *Pr. BUAL 5650 or BUAL 5600*
- 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
- ❖ BUAL 5900 Directed Studies
- ❖ ISMN 5000 level courses (most of these are approved BUAL Electives)
  - **Students who hope to intern should plan to take ISMN 3830 and/or ISMN 5650 in their junior year in order to have preferred experience for internships!**

### **Business Capstone Course**

- MNGT 4800 Strategic Management *Pr. MNGT 3100, FINC 3610, MKTG 3310 and senior standing*

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