

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

SOPHOMORE YEAR

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

JUNIOR YEAR

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

SENIOR YEAR

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

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 prerequisite 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

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 I¹
- Core Literature II (from the same series)¹
- HIST 1010 -OR- HIST 1020³
- Core Social Science¹

Option 2: 2 Histories and 1 Literature

- HIST 1010³
- HIST 1020³
- Core Literature I or II¹
- Core Humanities¹

Major Course	Grade	Major Course	Grade
BUAL 5650		BUAL ELEC	
BUAL 5660		BUAL ELEC	
BUAL 5600		BUAL ELEC	
BUAL 5610		BUAL ELEC	
BUAL 5860		BUAL ELEC	
BUAL 3010			
31 Major Hours			

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 2nd Core Fine Arts class – 3 hrs
- A 2nd 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
- AGECE 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 2nd 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 Predictive Modeling for Business Decisions *Pr. BUAL 2650*
- BUAL 5650 Business Data Management and Acquisition *Pr. BUAL 2600*
- BUAL 5660 Descriptive Analytics for Business Decisions *Pr. BUAL 2600*
- BUAL 5860 Communicating Quantitative Results in Business *Pr. BUAL 5610 and BUAL 5660*

Choices for BUAL Electives

- 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. Grade of C or better in ISMN 3830***
- 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 Applications with Open-Source Software ***(Spring Only)***
- ISMN 5650 Advanced Business Application Development ***Pr. Grade of C or better in ISMN 3080***
- ISMN 5730 Security and Information Assurance
- ISMN 5740 Information Risk Analysis ***(Fall Only)***
- ISMN 5750 Information Technology Auditing ***Pr. ISMN 5730***
- ISMN 5960 Special Problems
- MKTG 5360 Marketing Research and Analytics ***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
- BUAL 5960 Special Problems

Additional Degree Requirements

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