

MAJOR IN BUSINESS ADMINISTRATION - BUSINESS ANALYTICS

Businesses have evolved into a big data-driven era. Business analytics is used to collect, organize, visualize and analyze business data to help businesses make better decisions and function optimally, including identifying new business opportunities, improving processes, changing policies or introducing new technology. Business demand for graduates with data analytics knowledge and skills has exploded, while the field itself is still evolving and changing rapidly, with new strategies, tools, and techniques coming daily.

Featured by business-focused analytics with ERP-based hands-on exercises, the Business Analytics track prepares students majoring in business administration to specialize in a promising career track in business analytics with needed analytical skills and tools.

Requirements

Students in the Business Analytics track complete the major in Business Administration and 21 units in the track, of which 18 units are in required courses and 3 units are from elective courses. **Students will not be allowed to take majors only courses until they have successfully completed all of the PBUA courses and been admitted to the BUAD major.**

This is a screened program. Please see the admission requirements for additional information.

Requirements for all Business Administration Majors

Code	Title	Units
Courses Required for Admission to Major		
ACCT 201	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ECON 201	MICROECONOMIC PRINCIPLES	3
or ECON 203	HONORS MICROECONOMIC PRINCIPLES	
ECON 202	MACROECONOMIC PRINCIPLES	3
or ECON 204	HONORS MACROECONOMIC PRINCIPLES	
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS	3
MATH 211	CALCULUS FOR APPLICATIONS	3-4
or MATH 273	CALCULUS I	
Select one of the following:		3
ECON 205	STATISTICS FOR BUSINESS AND ECONOMICS I	
MATH 231	BASIC STATISTICS	
or MATH 233	HONORS BASIC STATISTICS	

Admission to the BUAD major requires a grade of C or higher in the six courses required for admission.

Required Business Courses (open to Pre-BUAD majors)

ACCT 202	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
BUSX 301	BUSINESS COMMUNICATIONS	4
EBTM 250	PROBLEM SOLVING IN BUSINESS I	1
EBTM 251	PROBLEM SOLVING IN BUSINESS II	1
EBTM 337	ENTERPRISE INFORMATION SYSTEMS	3

FIN 331	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKTG 341	PRINCIPLES OF MARKETING	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3
Required Business Courses (open to BUAD majors only)		
BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 350	BUSINESS ANALYTICS	3
EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT (must be taken at TU)	3
BUAD majors must also complete an approved concentration or track		21-24
Total Units		72-76

Business Analytics Track Requirements

Code	Title	Units
Business Analytics Track Required Courses		
EBTM 320	DATA VISUALIZATION AND DASHBOARDS	3
EBTM 400	APPLIED DATA ANALYTICS	3
EBTM 446	BUSINESS INTELLIGENCE	3
EBTM 455	BUSINESS DATA WAREHOUSING	3
EBTM 456	BUSINESS DECISION MODELING	3
EBTM 457	DATA MINING FOR BUSINESS ANALYTICS	3
Business Analytics Track Elective		
Select one from the following:		3
EBTM 310	INTRODUCTION TO ERP SYSTEMS	
EBTM 343	INTRODUCTION TO PROJECT MANAGEMENT	
EBTM 419	SUPPLY-CHAIN MANAGEMENT	
EBTM 422	CRM ANALYTICS	
EBTM 454	BUSINESS PROCESS MANAGEMENT	
EBTM 476	SPECIAL TOPICS IN BUSINESS ANALYTICS	
EBTM 490	DIRECTED READINGS IN BUSINESS ANALYTICS	
EBTM 493	INDEPENDENT RESEARCH IN BUSINESS ANALYTICS	
EBTM 499	BUSINESS ANALYTICS INTERNSHIP	
Total Units		21

Four-Year Plan of Study

Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

Freshman

Term 1	Units	Term 2	Units
ECON 201 or 203 (Core 6)	6	3 ECON 202 or 204	3
Prerequisite for MATH 211 or MATH 273 (Core 3)	3	3 MATH 211 (may substitute MATH 273)	3
Core 1 (or Core 2)	3	3 Core 2 (or Core 1)	3
Core 4	3	3 Core 10	3

Core 5	3 Elective	3
15		15
Sophomore		
Term 1	Units Term 2	Units
ACCT 201	3 ACCT 202	3
ECON 205 or MATH 231	3 EBTM 250	1
LEGL 225 (Core 11)	3 EBTM 251	1
Core 7	4 Core 8	4
Core 12	3 Core 13	3
	Elective	3
16		15
Junior		
Term 1	Units Term 2	Units
BUSX 301 (Core 9)	4 EBTM 350	3
EBTM 320	3 EBTM 365	3
EBTM 337	3 EBTM 455	3
MKTG 341	3 FIN 331	3
MNGT 361	3 Elective	3
16		15
Senior		
Term 1	Units Term 2	Units
EBTM 446	3 BUSX 460	3
EBTM 456	3 EBTM 400	3
MNGT 282 (Recommended Core 14)	3 EBTM 457	3
Business Analytics Elective	3 MNGT 481	3
Elective	3 Elective	1
15		13

Total Units 120

Learning Outcomes Profile of a CBE Graduate

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to **develop** the foundation for success, **connect** students with the professional community and **transform** students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

Apply Business Knowledge in the Context of Professional Employment

- Demonstrate knowledge of business concepts and theories
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

Communicate Properly and Effectively

- Write professional documents that provide audience-centric content, rhetorically appropriate organization and follow accepted conventions of design, style, grammar, punctuation and mechanics

- Make articulate and persuasive oral presentations

Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making

- Conduct internal and external analyses of domestic and global organizations, formulate strategies and identify issues with implementing these strategies
- Practice creative ideation
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

Use Technology Effectively in Business Settings

- Demonstrate competency in the use of analytical software
- Utilize state-of-the-practice software for business applications

Work Effectively Toward Achieving Common Goals within Diverse Teams

- Guide teams, as leaders and followers, to achieve team goals while maintaining group cohesion, follower satisfaction and efficient operations
- Treat others with respect and show sensitivity to their views, values, cultures and customs

Distinguish Between Ethical and Unethical Conduct in the Professional Lives

- Explain how ethical conduct of managers affects individuals' motivation and organizations' performance
- Apply ethics in business decision-making, considering the impact of ethical conduct on multiple stakeholders