

BUSINESS ANALYTICS CONCENTRATION

Because domain knowledge is critical to business analytics, the BSBA Business Analytics concentration is required to be completed together with another BSBA concentration within the College of Business Administration.

Core Requirements – Three Courses – 9 Credit Hours

Code	Title	Credits
ECON 3310	SQL, DATABASES, AND DATA CLEANING FOR DATA SCIENTISTS	3
ECON 3300	INTRODUCTION TO ECONOMETRICS	3
ECON 4350	BUSINESS INTELLIGENCE AND REPORTING	3

Elective Courses – Choose Three Courses – 9 Credit Hours

Code	Title	Credits
ACCT 3050	INTERMEDIATE MANAGERIAL ACCOUNTING	3
ACCT 4060	ADVANCED MANAGERIAL ACCOUNTING	3
ACCT 4080	PRINCIPLES OF AUDITING	3
ACCT 4020	ANALYTICS FOR ACCOUNTING	3
ECON 4300	QUANTITATIVE APPLICATIONS IN ECONOMICS AND BUSINESS	3
ECON 4510	ECONOMIC INTERNSHIP	3
FNBK 3400	INVESTMENT PRINCIPLES AND PRACTICES	3
FNBK 4150	ADVANCED FINANCIAL MANAGEMENT	3
FNBK 4610	PORTFOLIO MANAGEMENT	3
MKT 4340	MARKETING RESEARCH	3
MKT 4370	MARKETING ANALYTICS	3
SCMT 4370	SUPPLY CHAIN ANALYTICS	3
MGMT 4060	HEALTHCARE ANALYTICS FOR BUSINESS	3

Undergraduate BSBA Secondary Concentration in Business Analytics

The BSBA secondary concentration in Business Analytics is intended to provide the core skills needed by local firms to advance their ability to make decisions based on data. The BSBA Secondary Concentration in Business Analytics enables business majors to add a BSBA Secondary Concentration in Business Analytics to any other BSBA concentration.

Core Requirements – Three Courses – 9 Credit Hours

Code	Title	Credits
ECON 3310	SQL, DATABASES, AND DATA CLEANING FOR DATA SCIENTISTS	3
ECON 3300	INTRODUCTION TO ECONOMETRICS	3
ECON 4350	BUSINESS INTELLIGENCE AND REPORTING	3

Elective Courses – Choose One Course – 3 Credit Hours

Code	Title	Credits
ACCT 3050	INTERMEDIATE MANAGERIAL ACCOUNTING	3

ACCT 4060	ADVANCED MANAGERIAL ACCOUNTING	3
ACCT 4080	PRINCIPLES OF AUDITING	3
ACCT 4020	ANALYTICS FOR ACCOUNTING	3
ECON 4300	QUANTITATIVE APPLICATIONS IN ECONOMICS AND BUSINESS	3
MGMT 4060	HEALTHCARE ANALYTICS FOR BUSINESS	3
ECON 4510	ECONOMIC INTERNSHIP	3
FNBK 3400	INVESTMENT PRINCIPLES AND PRACTICES	3
FNBK 4150	ADVANCED FINANCIAL MANAGEMENT	3
FNBK 4610	PORTFOLIO MANAGEMENT	3
MKT 4340	MARKETING RESEARCH	3
MKT 4370	MARKETING ANALYTICS	3
SCMT 4370	SUPPLY CHAIN ANALYTICS	3

BSBA Degree with Business Analytics Concentration

An additional College of Business Concentration must be paired with Business Analytics.

Freshman

Fall		Credits
ENGL 1150	ENGLISH COMPOSITION I ¹	3
MATH 1370	APPLIED ALGEBRA AND OPTIMIZATION WITH DATA ANALYSIS ²	3
CMST 1110	PUBLIC SPEAKING FUNDS	3
	Humanities and Fine Arts with Global Diversity	3
	Social Science	3
	Credits	15

Spring

ENGL 1160	ENGLISH COMPOSITION II	3
ECON 2200	PRINCIPLES OF ECONOMICS (MICRO)	3
	Humanities and Fine Arts with US Diversity	3
	Humanities and Fine Arts	3
	Natural/Physical Science	3
	Credits	15

Sophomore

Fall

MKT 3200	BUSINESS COMMUNICATIONS	3
ACCT 2010	PRINCIPLES OF ACCOUNTING I	3
ECON 2220	PRINCIPLES OF ECONOMICS (MACRO)	3
BSAD 2130	PRINCIPLES OF BUSINESS STATISTICS	3
	International Dimension	3
	Credits	15

Spring

ACCT 2020	PRINCIPLES OF ACCOUNTING II	3
ECON 3300	INTRODUCTION TO ECONOMETRICS	3
MKT 3310	PRINCIPLES OF MARKETING	3
MGMT 3490	MANAGING PEOPLE AND ORGANIZATIONS	3
ECON 3310	SQL, DATABASES, AND DATA CLEANING FOR DATA SCIENTISTS	3
	Credits	15

Junior

Fall

FNBK 3250	PRINCIPLES OF FINANCIAL MANAGEMENT	3
ECON 4350	BUSINESS INTELLIGENCE AND REPORTING	3

Special Speech ³		3
Business Analytics Elective ⁴		3
Second Concentration Course		3
Credits		15
Spring		
MGMT 3100	MANAGEMENT INFORMATION SYSTEMS	3
Natural/Physical Science with Laboratory		4
Business Analytics Elective ⁴		3
Second Concentration Course		3
Elective		3
Credits		16
Senior		
Fall		
LAWS 3930	BUSINESS LAW FUNDAMENTALS	3
SCMT 3500	MANAGING OPERATIONS IN THE SUPPLY CHAIN	3
Second Concentration Course		3
Second Concentration Course		3
International Dimension		3
Credits		15
Spring		
MGMT 4480	CORPORATE AND BUSINESS STRATEGY	3
Business Analytics Elective ⁴		3
Second Concentration Course		3
Second Concentration Course		3
2 Credit Elective		2
Credits		14
Total Credits		120

¹ Requires placement from UNO's English Placement and Proficiency Exam.

² Requires placement from ACT/SAT scores, UNO's Math Placement Exam, or an approved prerequisite course within the last two years. Students might be required to take a lower level math course before MATH 1370 depending on their placement scores.

³ For this requirement students must choose from the following list: MKT 3100, CMST 2120, CMST 3100, CMST 3120, CMST 3130, CMST 3140, CMST 3150, or CMST 3160

⁴ For this requirement students must choose from an approved list of BA Elective classes. (See DegreeWorks for approved options)

This roadmap is a suggested plan of study and does not replace meeting with an advisor. Please note that students may need to adjust the actual sequence of courses based on course availability. Please consult an advisor in your major program for further guidance.

This plan is not a contract and curriculum is subject to change

Additional Information About this Plan:

University Degree Requirements: The minimum number of hours for a UNO undergraduate degree is 120 credit hours. Please review the requirements for your specific program to determine all requirements for the program. In order to graduate on-time (four years for an undergraduate degree), you need to take 30 hours each year.

General Education courses (Humanities, Social Science & Natural Science) must be from at least two different disciplines <https://www.unomaha.edu/general-education/overview/index.php>. (<https://www.unomaha.edu/general-education/overview/index.php.html>)

Placement Exams: For Math, English, Foreign Language, a placement exam may be required. More information on these exams can be found

at <https://www.unomaha.edu/enrollment-management/testing-center/placement-exams/information.php>

**Transfer credit or placement exam scores may change suggested plan of study

GPA Requirements:

Courses within the College of Business require students to obtain a minimum NU GPA of 2.5 or better.

Graduation Requirements:

Students must earn a minimum of 120 credit hours for a BSBA.

42 of those credit hours must be in upper division courses.

Students must earn a C (2.00) or above in all fundamental academic skills, pre-business, upper division business core, and business concentration courses.

CBA students must earn a minimum NU GPA of 2.50 and a minimum Business GPA of 2.50. If students are earning an accounting concentration or secondary concentration, a minimum upper division accounting GPA of 2.50 is additionally required.