

# BUSINESS ADMINISTRATION MAJOR: INFORMATION SYSTEMS AND BUSINESS ANALYTICS OPTION (B.S.)

<https://paulcollege.unh.edu/business-administration/program/bs/business-administration-major-information-systems-business>

## Description

The Option in Information Systems and Business Analytics (ISBA) will appeal to students who wish to learn how to take advantage of contemporary technologies to solve complex business problems. Pivotal contributors to the success of any venture must be able to understand and communicate both the business needs as well as the technical details of solutions. The option prepares students for a career in a wide range of industries by helping them master the fundamentals of information systems and business analytics, as well as the ability to implement solutions or provide leading-edge, analytics-based solutions to real business problems. Students work on real-world industry projects and apply concepts and problem-solving skills learned in the classroom. All students in the option develop functional knowledge and skills in information systems and business analytics. Beyond the required courses in the option, students may choose between an emphasis in Information Systems or an emphasis in Business Analytics. The ISBA option can be completed as a single or dual option. In either case, the graduate will have tangible knowledge and skills. Regardless of one's interest area or degree, employers look for people that can help them solve problems efficiently and effectively. The ISBA option prepares students to do just that, and continue learning as technology and business continue to change.

## Requirements

A typical plan of study follows, showing the major-required courses. Students take 16-18 credits per semester. Discovery Program requirements (including the Inquiry requirement in the first two years) and elective courses are taken as well. Students are expected to follow this course plan. In the first three semesters, students cannot take more than two major courses in a single semester. The options have additional requirements as noted. For a detailed schedule/plan of study for each option, students should check with the Paul College Undergraduate Programs and Advising Office for specific recommendations.

Code	Title	Credits
<b>Business Administration core requirements</b>		
<b>ADMN courses:</b>		
ADMN 400	Introduction to Business	4
ADMN 403	Computing Essentials for Business	1
ADMN 410	Management Information Systems	4
ADMN 502	Financial Accounting	4
ADMN 503	Managerial Accounting	4
ADMN 510	Business Statistics	4
ADMN 570	Introduction to Financial Management	4
ADMN 575	Behavior in Organizations	4
ADMN 580	Quantitative Decision Making	4
ADMN 585	Marketing	4
ADMN 775	Strategic Management: Decision Making <sup>1</sup>	4

<b>Other subject code courses:</b>		
ECON 401	Principles of Economics (Macro)	4
ECON 402	Principles of Economics (Micro)	4
MATH 422	Mathematics for Business Applications	4
or MATH 424A	Calculus for Social Sciences	
PHIL 431	Business Ethics	4
PAUL 405	Freshman Academic Experience I	1
PAUL 406	Freshman Academic Experience II	1
PAUL 660	BiP-Social Intelligence Topics <sup>2</sup>	2
PAUL 670	BiP-Analytical Intelligence Topics <sup>2</sup>	2
PAUL 680	BiP-Competitive Intelligence Topics <sup>2</sup>	2
PAUL 690	BiP-Professional Intelligence Topics <sup>2</sup>	2

- <sup>1</sup> This is the capstone course in the business administration program, and satisfies the capstone requirement of the Discovery Program. Students may be required to concurrently enroll in ADMN 700 PAUL Assessment of Core Knowledge (zero credits) for AACSB accreditation purposes.
- <sup>2</sup> Students may satisfy PAUL 660, PAUL 670, PAUL 680, PAUL 690 requirements through other courses/experiences with approved intelligence attributes assigned.

Depending on the choice of option and the specific requirements thereof, students may be able to take PAUL or non-PAUL electives in their junior or senior year.

## Option in Information Systems and Business Analytics

Code	Title	Credits
<b>Required</b>		
DS 673	Database Management	4
DS 775	Corporate Project Experience	4
<b>Electives: Select three courses <sup>1</sup></b>		<b>12</b>
<b>DS Electives</b>		
DS 662	Programming for Business	
DS 671	Data Visualization and Prescriptive Analytics	
DS 774	E-Business	
DS 768	Forecasting Analytics	
DS 720	Topics in Decision Sciences II (Regression Analysis)	
<b>Other Electives</b>		
ADMN 799	Honors Thesis/Project <sup>3</sup>	
MATH 426	Calculus II	
ACC 720	Topics in Accounting (Accounting Analytics) <sup>2</sup>	
MKTG 763	Marketing Analytics <sup>2</sup>	
FIN 706	Financial Modeling and Analytics <sup>2</sup>	
FIN 710	Big Data in Finance <sup>2</sup>	
IT 666	Cybersecurity Practices	
<b>Total Credits</b>		<b>20</b>

- <sup>1</sup> At least two elective courses must be DS courses.
- <sup>2</sup> Only for students completing 2nd option in Accounting, Finance or Marketing.
- <sup>3</sup> Subject to approval from Option Coordinator based on thesis topic relevance to ISBA.

## Student Learning Outcomes

- Students will demonstrate proficiency in the core content areas of business.
- Students will think critically to address business situations.
- Students will demonstrate communication skills to interact effectively in business situations.

- Students will identify and understand the ethical dimensions and implications of business decisions.
- Students will demonstrate the ability to analyze a business situation by applying a multiple stakeholder lens.
- Students will demonstrate an understanding of business practices as they relate to local, national and global competitiveness.