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

Degree Requirements

Minimum Credit Requirement: 128 credits

Minimum Residency Requirement: 32 credits must be taken at UNH

Minimum GPA: 2.0 required for conferral*

Core Curriculum Required: Discovery & Writing Program Requirements

Foreign Language Requirement: No

All Major, Option and Elective Requirements as indicated.

*Major GPA requirements as indicated.

Major 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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ADMN 400</td>
<td>Introduction to Business</td>
<td>4</td>
</tr>
<tr>
<td>ADMN 403</td>
<td>Computing Essentials for Business</td>
<td>1</td>
</tr>
<tr>
<td>ADMN 410</td>
<td>Management Information Systems</td>
<td>4</td>
</tr>
<tr>
<td>ADMN 502</td>
<td>Financial Accounting</td>
<td>4</td>
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<tr>
<td>ADMN 503</td>
<td>Managerial Accounting</td>
<td>4</td>
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<tr>
<td>ADMN 510</td>
<td>Business Statistics</td>
<td>4</td>
</tr>
<tr>
<td>ADMN 570</td>
<td>Introduction to Financial Management</td>
<td>4</td>
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<tr>
<td>ADMN 575</td>
<td>Behavior in Organizations</td>
<td>4</td>
</tr>
<tr>
<td>ADMN 580</td>
<td>Quantitative Decision Making</td>
<td>4</td>
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<tr>
<td>ADMN 585</td>
<td>Marketing</td>
<td>4</td>
</tr>
<tr>
<td>ADMN 775</td>
<td>Strategic Management: Decision Making</td>
<td>4</td>
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Other subject code courses:

- 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 4
- 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 2
- PAUL 670 BIP-Analytical Intelligence Topics 2
- PAUL 680 BIP-Competitive Intelligence Topics 2
- PAUL 690 BIP-Professional Intelligence Topics 2

1 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.

2 Students may satisfy PAUL 660, PAUL 670, PAUL 680, PAUL 690 requirements through other courses/experiences with approved intelligence attributes assigned.

Depending of 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

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<th>Code</th>
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<tr>
<td>Required</td>
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- DS 673 Database Management 4
- DS 775 Corporate Project Experience 4

Electives: Select three courses 1

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<tr>
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<tbody>
<tr>
<td>DS Electives</td>
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</table>

- DS 662 Programming for Business 4
- DS 671 Data Visualization and Prescriptive Analytics 4
- DS 774 E-Business 4
- DS 768 Forecasting Analytics 4
- DS 772 Predictive Analytics and Modeling 4
- DS 620 Topics in Decision Sciences (Global Supply Chain Management) 4
- DS 720 Topics in Decision Sciences II 4

Other Electives:

- DS 799H Honors Thesis in Decision Sciences 4
- ACC 720 Topics in Accounting (Accounting Analytics) 2
- MATH 426 Calculus II 4
- MKTG 763 Marketing Analytics 2
- FIN 706 Financial Modelling and Analytics 2
- FIN 710 Big Data in Finance 2
Business Administration Major: Information Systems and Business Analytics Option (B.S.)

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<thead>
<tr>
<th>Course</th>
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<tr>
<td>IT 666</td>
<td>Cybersecurity Practices</td>
<td>20</td>
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Total Credits: 20

1. At least two elective courses must be DS courses.
2. Only for students completing 2nd option in Accounting, Finance or Marketing.

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.