

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** 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, Information Systems and Business Analysts 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, 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 choose between an emphasis in Information Systems or an emphasis in Business Analytics. The ISBA option can be completed as a single or dual options. 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 immediately. 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
Business Administration core requirements		
ADMN courses:		
ADMN 400	Introduction to Business	4
ADMN 403	Computing Essentials for Business	1
ADMN 410	Management Information Systems	4
ADMN 420	Business Statistics	4
ADMN 502	Financial Accounting	4
ADMN 503	Managerial Accounting	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 703	Strategic Management: Decision Making ¹	4
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	
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	2
PAUL 670	BiP-Analytical Intelligence Topics ²	2
PAUL 680	BiP-Competitive Intelligence Topics ²	2
PAUL 690	BiP-Professional Intelligence Topics ²	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 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
Required		
DS 773	Database Management and Systems Analysis	4
DS 775	Corporate Project Experience	4
Select three courses from an emphasis:		12
Information Systems Emphasis		
Business Analytics Emphasis		
Total Credits		20

Information Systems Emphasis

Code	Title	Credits
Required courses:		
DS 562	Business Applications Development	4
	or CS 405 Introduction to Applications Programming	
DS 774	E-Business	4
Select one of the following:		4
DS 766	Business Analytics and Spreadsheet Modeling	
DS 768	Forecasting Analytics	
DS 798	Topics (with approval)	
Other approved course		
Total Credits		12

Business Analytics Emphasis

Code	Title	Credits
Required courses:		
DS 766	Business Analytics and Spreadsheet Modeling	4
DS 768	Forecasting Analytics	4
Select one of the following:		4
DS 562	Business Applications Development	
DS 774	E-Business	
DS 798	Topics (with approval)	
Other approved course		
Total Credits		12