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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ADMIN</td>
<td>Business Administration core requirements</td>
<td></td>
</tr>
<tr>
<td>400</td>
<td>Introduction to Business</td>
<td>4</td>
</tr>
<tr>
<td>403</td>
<td>Computing Essentials for Business</td>
<td>1</td>
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<tr>
<td>410</td>
<td>Management Information Systems</td>
<td>4</td>
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<tr>
<td>502</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>503</td>
<td>Managerial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>510</td>
<td>Business Statistics</td>
<td>4</td>
</tr>
<tr>
<td>570</td>
<td>Introduction to Financial Management</td>
<td>4</td>
</tr>
<tr>
<td>575</td>
<td>Behavior in Organizations</td>
<td>4</td>
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<tr>
<td>580</td>
<td>Quantitative Decision Making</td>
<td>4</td>
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<tr>
<td>585</td>
<td>Marketing</td>
<td>4</td>
</tr>
<tr>
<td>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 BP-Social Intelligence Topics 2
- PAUL 670 BP-Analytical Intelligence Topics 2
- PAUL 680 BP-Competitive Intelligence Topics 2
- PAUL 690 BP-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 Assesement 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

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<tr>
<td>Required</td>
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<tr>
<td>DS 673</td>
<td>Database Management</td>
<td>4</td>
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<tr>
<td>DS 775</td>
<td>Corporate Project Experience</td>
<td>4</td>
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Electives: Select three courses

- DS Electives
  - DS 662 Programming for Business 2
  - DS 671 Data Visualization and Prescriptive Analytics 2
  - DS 774 E-Business 2
  - DS 768 Forecasting Analytics 2
  - DS 720 Topics in Decision Sciences II (Regression Analysis) 2

Other Electives

- ADMN 799 Honors Thesis/Project 3
- MATH 426 Calculus II
- ACC 720 Topics in Accounting (Accounting Analytics) 2
- MKTG 763 Marketing Analytics 2
- FIN 706 Financial Modeling and Analytics 2
- IT 666 Cybersecurity Practices 2

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.
3 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.
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- 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.