BUSINESS MANAGEMENT
MAJOR: DATA ANALYTICS
OPTION (B.S.)

https://cps.unh.edu/online/program/bs/business-management-data-analytics-option

Description

The Bachelor of Science degree in Business Management offers students the appropriate breadth and depth of study with a concentration of five courses to pursue other areas of interest in management.

The degree is responsive to the education needs of businesses and includes an appropriate foundation for further graduate study. The outcomes-based program is built upon a foundation of six essential competencies that are integrated throughout the curriculum: critical thinking, effective oral and written communication, applied quantitative analysis, managing in a global environment, ethical practice, and leadership.

Requirements

Degree Requirements

Minimum Credit Requirement: 120 credits

Minimum Residency Requirement: 30 credits must be taken at UNH

Minimum Cumulative GPA: 2.0 is required for conferral*

Core Curriculum Required: General Education Program

Major, Option and Elective Requirements as indicated.

*GPA: Major and any state certification GPA requirements may be higher and are indicated in program details.

A minimum grade of C- is required in all Major coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor, and General Education requirements with only one overlap being utilized between the Major and Minor. Please note that Option requirements are considered part of the Major. Students must complete 16 upper-level credits in majors within the College of Professional Studies, Online.

General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of two course overlaps. Overlaps can be used between Major, Minor and General Education requirements with only one overlap being utilized between the Major and Minor.

All General Education requirements, including CRIT 602 Advanced Critical Analysis and Strategic Thinking and IDIS 601 Interdisciplinary Seminar, must be taken prior to the capstone.

Writing Program Requirements

All bachelor’s degree candidates are required to complete four writing intensive courses as part of the University Writing Program Requirements as follows:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>EN 420</td>
<td>The Writing Process</td>
<td>4</td>
</tr>
<tr>
<td>ENG 420</td>
<td>Financial Accounting</td>
<td>4</td>
</tr>
<tr>
<td>or MGMT 569</td>
<td>Budget Management</td>
<td>4</td>
</tr>
</tbody>
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Writing Intensive courses are identified with the label "Writing Intensive Course" in the "Attributes" section of the course description and/or a W following the course number.

Major Requirements

Prior to capstone enrollment, students are expected to complete the majority of their required major courses along with CRIT 602 Advanced Critical Analysis and Strategic Thinking and IDIS 601 Interdisciplinary Seminar. Students should consult with their advisor regarding specific major courses that may be completed with their capstone. Academic Advisor approval is required for registration to be processed.

Option in Data Analytics

Advanced Courses

Select three of the following

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMPL 402</td>
<td>Principles of Economics</td>
<td>4</td>
</tr>
<tr>
<td>EDO 476</td>
<td>Principles of Economics</td>
<td>4</td>
</tr>
<tr>
<td>HRM 420</td>
<td>Human Resource Management</td>
<td>4</td>
</tr>
<tr>
<td>MGMT 625</td>
<td>Legal and Ethical Issues in Business Management</td>
<td>4</td>
</tr>
<tr>
<td>MKT 510</td>
<td>Principles of Marketing</td>
<td>4</td>
</tr>
<tr>
<td>OPS 570</td>
<td>Operations Management</td>
<td>4</td>
</tr>
</tbody>
</table>

IDIS 601 Interdisciplinary Seminar

DAT 510 | Introduction to Data Analytics | 4       |
DAT 535 | Data Mining, Cleaning, and Visualization | 4       |
DAT 610 | Data Analytics and Technologies | 4       |
DAT 620 | Data Analytics in Business Intelligence | 4       |
DAT 670 | Advanced Data Analytics | 4       |

Option in Capstone

MGMT 795 | Integrative Capstone: Industry-Based Internship | 4       |
or MGMT 798 | Integrative Capstone: Strategic Management Experience | 4       |

Total Credits 52
Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student’s general education, major, option or minor. Students will need 120 credits total to graduate with a bachelor’s degree from the Online Division of the College of Professional Studies.

Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH CPS Online undergraduate students should develop individual academic plans with their academic advisor during their first year at UNH.

Sample Course Sequence

First Year
Fall
APST 405 Career Development and Planning 2
CMPL 402 Excel 2
ENG 420 The Writing Process 4
MTH 402 Math for Our World 4
General Education Course 4
Credits 16
Spring
COM 460 Interpersonal Communication and Group Dynamics 4
CRIT 501 Introduction to Critical Inquiry 4
MGMT 410 Principles of Management 4
Elective 4
Credits 16
Second Year
Fall
COM 480 Visual Communication 4
MTH 504 Statistics 4
ECO 470 Principles of Economics 4
or HRM 420 or Human Resource Management
or MKT 510 or Principles of Marketing
or CMPL 643 or Managing Information Technology
or MGMT 625 or Legal and Ethical Issues in Business
or OPS 570 or Management
Elective 4
General Education Course 4
Credits 16
Spring
ACCT 532 Financial Accounting 4
or MGMT 569 or Budget Management
DAT 510 Introduction to Data Analytics 4
HRM 420 Human Resource Management 4
or ECO 470 or Principles of Economics
or MKT 510 or Principles of Marketing
or CMPL 643 or Managing Information Technology
or MGMT 625 or Legal and Ethical Issues in Business
Management
or OPS 570 Operations Management
Elective 4
Credits 16
Third Year
Fall
CRIT 602 Advanced Critical Analysis and Strategic Thinking 4
DAT 535 Data Mining, Cleaning, and Visualization 4
CMPL 643 Managing Information Technology 4
or ECO 470 or Principles of Economics
or HRM 420 or Human Resource Management
or MKT 510 or Principles of Marketing
or MGMT 625 or Legal and Ethical Issues in Business
Management
or OPS 570 Operations Management
Elective 4
Credits 16
Spring
DAT 610 Data Analytics and Technologies 4
DAT 620 Data Analytics in Business Intelligence 4
General Education Course 4
Elective 4
Credits 16
Fourth Year
Fall
DAT 670 Advanced Data Analytics 4
IDIS 601 Interdisciplinary Seminar 4
Elective 4
Elective 4
Credits 16
Spring
MGMT 798 Integrative Capstone: Strategic Management Experience 4
or MGMT 795 or Integrative Capstone: Industry-Based Internship
Elective 4
Credits 8
Total Credits 120

Student Learning Outcomes

• Apply business management theories related to production and operations, organizational behavior, human resource management, and leadership throughout various functional areas of organizations.
• Communicate organizational information effectively across an organization through the use of information systems, to a broad spectrum of audiences and in a variety of business situations.
• Apply quantitative tools and information systems in business analysis and decision-making.
• Critically analyze, research and articulate organizational strengths and weaknesses in areas such as competitive advantage, operations, human resources, marketing, financial and strategic positioning.
• Make legal and ethical individual and business decisions based on legalities, evaluation of business sustainability (environmental, socio/cultural, economic, institutional) and ethical practice.
• Manage and lead to enhance the effectiveness of individuals, teams, and business organizations in a global environment.