BUSINESS ADMINISTRATION
MAJOR, BUSINESS
ANALYTICS CONCENTRATION
(B.S.)

There is a tremendous amount and variety of data that is being created and stored. Properly exploited big data can provide businesses and governments with more precise and immediate information to make important decisions affecting critical issues. Business analytics is the set of tools and techniques that makes it possible to translate big data into insight and information for efficient decision making. Professionals who are proficient in business analytics are in serious short supply and are very valuable to their employers.

The new undergraduate concentration in Business Analytics has been designed to provide the students with exactly these skills and make them competitive in this market. They will learn how to navigate the world of distributed storage and computing and learn how to use powerful statistical and mathematical techniques to arrive at implementable solutions to business problems. The emphasis of this concentration is on giving you practical skills. A capstone practicum will give the students an opportunity to apply the skills they have learned to a live business problem in a real company.

Program Requirements

Students must complete 42 credits of General Education requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/general-ed-ba-bs) and 3-9 credits of World Languages and Cultures Requirements (http://catalog.montclair.edu/undergraduate-graduate-degree-requirements/world-languages-cultures-requirement).

Business Administration Required Core

<table>
<thead>
<tr>
<th>Business Fundamentals</th>
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<tbody>
<tr>
<td>ACCT 204 Fundamentals of Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BSLW 235 Legal, Ethical, and Global Environment of Business</td>
<td>3</td>
</tr>
<tr>
<td>BUGN 280 Data Analysis, Interpretation, and Communication</td>
<td>3</td>
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<tr>
<td>INBS 250 Introduction to International Business</td>
<td>3</td>
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<tr>
<td>INFO 290 Technology in Business</td>
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Integrated Core

| BUGN 295 Elements of Business                           | 3    |
| FINC 300 Integrated Core: Finance                      | 3    |
| INFO 300 Integrated Core: Operations Management        | 3    |
| MGMT 300 Integrated Core: Management                   | 3    |
| MGMT 439 Applied Business Strategy                     | 3    |
| MKTG 300 Integrated Core: Marketing                    | 3    |

Business Analytics Concentration

<table>
<thead>
<tr>
<th>Required Courses</th>
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<tbody>
<tr>
<td>INFO 310 Database Management Systems</td>
<td>3</td>
</tr>
<tr>
<td>INFO 365 Foundations of Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 366 Managing Big Data</td>
<td>3</td>
</tr>
<tr>
<td>INFO 367 Structured Data Analytics</td>
<td>3</td>
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<tr>
<td>INFO 368 Unstructured Data Analytics</td>
<td>3</td>
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<td>INFO 400 Business Analytics Capstone Practicum</td>
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Selected Courses

Select three of the following: 9

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>INFO 360</td>
<td>MIS Co-Op</td>
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<tr>
<td>INFO 416</td>
<td>Business Process Analysis and Enterprise Systems</td>
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<tr>
<td>INFO 440</td>
<td>Data Analysis and Visualization</td>
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<tr>
<td>INFO 490</td>
<td>Decision Support Systems for Business</td>
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<tr>
<td>INFO 491</td>
<td>Independent Study in Information Systems</td>
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<tr>
<td>INFO 492</td>
<td>Special Topics in Information Systems</td>
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Business Administration Collaterals

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>ECON 101</td>
<td>Applied Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECON 102</td>
<td>Applied Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>INFO 173</td>
<td>Spreadsheet Modeling for Business Decisions</td>
<td>3</td>
</tr>
<tr>
<td>INFO 240</td>
<td>Statistical Methods in Business</td>
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Business Administration Career Learning

<table>
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<tr>
<th>Course</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>BUGN 310</td>
<td>Campus to Career Transition I</td>
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</tr>
<tr>
<td>BUGN 320</td>
<td>Campus To Career Transition II</td>
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<tr>
<td>BUGN 330</td>
<td>Campus To Career Transition III</td>
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<tr>
<td>BUGN 340</td>
<td>Campus To Career Transition IV</td>
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Total Credits 72