

Business Administration - Data Analytics Option, B.S.

DEPARTMENT

BS in Business Administration - Data Analytics Option, B.S.

BS in Business Administration - Computer Information Systems Option, B.S.

REQUIREMENTS

Department

Bachelor of Science Degree Requirements

Business Administration Major - Data Analytics Option

All students in the Craig School of Business who are working toward the Bachelor of Science in Business Administration must satisfy (a) the university's General Education requirements; (b) pre-business requirements, which include demonstration of computer competency, a seven-course group of pre-business courses, and both a cumulative and campus GPA of at least 2.25 to declare an option; (c) upper-division core requirements of six upper-division courses, (d) option requirements of 23-25 units in an area of specialization; (e) the upper-division writing skills requirement; (f) an integrative course requirement; and (g) complete at least 50 percent of the required business units in the Craig School of Business.

Computer literacy and computer software competency are considered essential to success in the program, which is heavily oriented in the use of technology. The pre-business courses include material considered essential for further study in business. The upper-division core courses provide a broad background and a breadth of knowledge and understanding. The option courses enable the student to specialize in a specific area of business and to prepare for effective performance in future employment.

1. Major requirements (74 units)

Demonstration of computer competency

Complete IS 52 and 52L or equivalent courses with a grade of "C" or better or achieve a passing score on the CSB computer competency waiver examination. See "computer competency waiver exam" at http://www.craig.fresnostate.edu/uss_home.aspx/

Pre-Business requirements (22 units)*

ACCT 4A, 4B; BA 18; DS 71, 73; ECON 40 or AGBS 1; ECON 50

Upper-division core requirements (24 units)

DS 123; FIN 120; IS 130; MGT 110, 124; MKTG 100S

Data Analytics Option requirements (25 units)

DS 133, 135; ECON 123; IS 186; MKTG 114 (16 units)

Select 9 units from the following courses:

ACCT 146; DS 190, 195; FIN 123; IS 140, 153

Integrative course requirement (3 units)

MGT 187*

Grade Requirement

A grade of C or better must be earned for each course used to satisfy the requirements for the major.

2. General Education requirements (49 units)*

3. Other requirements (6 units)**

Upper-division writing and Multicultural and International (MI).

4. Sufficient elective units to meet required total units (varies)

5. Total (120 units)

*These courses will satisfy the following: DS 71 for GE Area B4; ECON 50 for GE Area D3.
See advisor for details.

** Business majors take BA 105W, Business Communication, to fulfill the Upper-Division Writing requirement and MKTG 100S to fulfill the MI requirement. **Note:** the Upper-Division Writing Exam is not an option for business administration majors

FACULTY

The Department of Information Systems and Decision Sciences is the home of leading experts who have decades of combined professional experience and research in Information Systems and Decision Sciences. The faculty of the Department have extensive expertise in systems analysis and design, project management, programming, statistics, analytics, operations management, computer networks, cyber-security, artificial intelligence, and database systems. The award-winning faculty members come from all over the world, each with a doctorate or a graduate degree from a major university. Collectively they bring experience in corporations in a wide variety of industries, as consultants, and in the public sector.

For faculty phone numbers and e-mail, see the campus directory.

For more on the faculty, see the faculty pages.
The faculty pages are updated by the department or program.