

MANAGEMENT INFORMATION SYSTEMS (BBA) - BUSINESS ANALYTICS CONCENTRATION

Program Overview

The BBA in Management Information Systems with a Business Analytics concentration provides MIS majors with essential and in-demand skills for data-driven decision-making. The program includes hands-on experience and applied projects in data warehousing, dimensional modeling, big-data analytics methods, and data visualization tools and techniques, and it introduces topics such as data mining and predictive analytics. This knowledge and skillset can be used to help companies improve decision-making in increasingly complex and interconnected business environments and help create measurable improvements in business performance.

What's the difference between a Computer Science and MIS degree?

Computer Science (CS) programs focus on the theoretical side of computers, data structures, networks and coding. CS programs are typically offered in science and engineering colleges at universities whereas Management Information Systems (MIS) programs are offered in business colleges. MIS focuses on the information and systems needed to manage organizations efficiently and effectively.

Career Opportunities

MIS majors are prepared for careers in project management, business analysis, networking, system architecture and design, information assurance, and technical support. MIS careers are in every industry and graduates are prepared to work as in-house information systems staff, as consultants for information systems and accounting firms, as independent contractors, and as business entrepreneurs. Your degree will also prepare you for graduate school in business, information systems, or a related field.

A degree in management information systems prepares you for the following careers:

- Information systems manager
- Business analyst
- IT project manager
- IT consultant
- Network and Internet manager
- Webmaster
- Electronic commerce manager
- IT Security manager
- Network administrator
- Web developer
- Database analyst

Program of Study

Code	Title	Credit Hours
Core IMPACTS Area : Institutional Priorities ¹		4-5
Choose one of the following communication options		3
COMM 1110	Public Speaking	

Foreign Language Course Options		
AMSL, ARAB, CHIN, FREN, GERM, GREK, ITAL, JAPN, KREN, LATIN, PORT, SPAN - 1001, 1002, 2001, 2002; SWAH - 1001, 1002.		
Take one of the following courses		1-2
ITDS 1779	Scholarship Across the Disciplines	
LEAD 1705	Introduction to Servant Leadership	
PERS 1506	Perspectives 1-hour	
PERS 1507	Perspectives 2-hour	
Core IMPACTS Area : Mathematics & Quantitative Skills ¹		3-7
DATA 1501	Introduction to Data Science	3
MATH 1001	Quantitative Skills and Reasoning	3
MATH 1101	Introduction to Mathematical Modeling	3
MATH 1111	College Algebra	3
MATH 1113	Pre-Calculus	4
MATH 1125	Applied Calculus	3
MATH 1131	Calculus with Analytic Geometry I	4
MATH 1132	Calculus with Analytic Geometry II	4
MATH 1165	Computer-Assisted Problem Solving	3
MATH 1401	Introduction to Statistics	3
MATH 1501	Calculus I	4
MATH 2125	Introduction to Discrete Mathematics	3
STAT 1401	Elementary Statistics	3
Core IMPACTS Area : Political Science and U.S. History		6
HIST 2111	U. S. History to 1865	3
	or HIST 2112 U. S. History since 1865	
POLS 1101	American Government	3
Core IMPACTS Area : Arts, Humanities, and Ethics		6
Select one Fine Arts course		3
ARTH 1100	Art Appreciation	
ARTH 2125	Introduction to the History of Art I– Prehistoric through Gothic	
ARTH 2126	Introduction to the History of Art II– Renaissance through Modern	
MUSC 1100	Music Appreciation	
THEA 1100	Theatre Appreciation	
ITDS 1145	Comparative Arts ²	
Select one Humanities course		3
ENGL 2111	World Literature I	
ENGL 2112	World Literature II	
ITDS 1155	The Western Intellectual Tradition	
ITDS 1774	Introduction to Digital Humanities	
PHIL 2010	Introduction to Philosophy	
ITDS 1145	Comparative Arts ²	
Core IMPACTS Area : Communicating in Writing		6
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
Core IMPACTS Area : Technology, Mathematics, and Sciences ^{1,3}		7-11
ANTH 1145	Human Origins	3
ASTR 1105	Descriptive Astronomy: The Solar System	3
ASTR 1106	Descriptive Astronomy: Stars and Galaxies	3
ASTR 1305	Descriptive Astronomy Lab	1
ATSC 1112	Understanding the Weather	3
ATSC 1112L	Understanding the Weather Lab	1

BIOL 1125	Contemporary Issues in Biology Non-Lab	3
BIOL 1215K	Introductory Biology	4
BIOL 1225K	Contemporary Issues in Biology with Lab	4
CHEM 1151 & 1151L	Survey of Chemistry I and Survey of Chemistry I Lab	4
CHEM 1152 & 1152L	Survey of Chemistry II and Survey of Chemistry II Lab	4
CHEM 1211 & 1211L	Principles of Chemistry I and Principles of Chemistry I Lab	4
CHEM 1212 & 1212L	Principles of Chemistry II and Principles of Chemistry II Lab	4
CPSC 1105	Introduction to Computing Principles and Technology	3
CPSC 1301K	Computer Science I	4
ENVS 1105	Environmental Studies	3
ENVS 1105L	Environmental Studies Laboratory	1
ENVS 1205K	Sustainability and the Environment	4
GEOG 2215	Introduction to the Geographic Information Systems	3
GEOL 1110	Natural Disasters: Our Hazardous Environment	3
GEOL 1121	Introductory Geoscience I: Physical Geology	3
GEOL 1121L	Introductory Geoscience I: Physical Geology Lab	1
GEOL 1122	Introductory Geo-sciences II: Historical Geology	3
GEOL 1322	Introductory Geo-sciences II: Historical Geology Lab	1
GEOL 2225	The Fossil Record	4
PHYS 1111 & PHYS 1311	Introductory Physics I and Introductory Physics I Lab	4
PHYS 1112 & PHYS 1312	Introductory Physics II and Introductory Physics II Lab	4
PHYS 1125	Physics of Color and Sound	3
PHYS 1325	Physics of Color and Sound Lab	1
PHYS 2211 & PHYS 2311	Principles of Physics I and Principles of Physics I Lab	4
PHYS 2212 & PHYS 2312	Principles of Physics II and Principles of Physics II Lab	4
Core IMPACTS Area : Social Sciences		6
Select one Behavioral Science course		
ECON 2105	Principles of Macroeconomics	
ECON 2106	Principles of Microeconomics	
PHIL 2030	Moral Philosophy	
PSYC 1101	Introduction to General Psychology	
SOCI 1101	Introduction to Sociology	
Select one World Cultures course		3
ANTH 1107	Discovering Archaeology	
ANTH 1105	Cultural Anthropology	
ANTH 2105	Ancient World Civilizations	
ANTH 2136	Language and Culture	
ENGL 2136	Language and Culture	
GEOG 1101	World Regional Geography	
HIST 1111	World History to 1500	
HIST 1112	World History since 1500	
ITDS 1156	Understanding Non-Western Cultures	
Core IMPACTS Total Hours		42

Health and Wellness		3
KINS 1106	Lifetime Wellness	2
	or PHED 1205 Concepts of Fitness	
Select one of the following		1
Any PEDS course		
MUSC 1206	Body Mapping (Music Majors Only)	

¹ The hours applied in the Institutional Priorities; Mathematics & Quantitative Skills; and Technology, Mathematics, and Sciences areas must add to 18 credit hours.

² ITDS 1145 Comparative Arts, though listed under both Fine Arts and Humanities, may be taken only once.

³ At least 4 of the credit hours in this area must be in a lab science course.

Code	Title	Credit Hours
Core Requirements		
Complete the core requirements for this program		45
Core Total		45
Field of Study Requirements		
Minimum grade of C is required		
ACCT 2101	Principles of Accounting I	3
ACCT 2102	Principles of Accounting II	3
BUSA 2100	Introduction to Information Systems in Business	3
BUSA 2115	Introduction to Business	3
ECON 2105	Principles of Macroeconomics	3
ECON 2106	Principles of Microeconomics	3
Field of Study Requirements Total		18
BBA Program Requirements		
Minimum grade of C is required in your major's prerequisite course		
BUSA 3115	Business Analytics I	3
BUSA 3135	International Business	3
MISM 3116	Business Analytics II	3
BUSA 3126	Business Law	3
BUSA 4000	Business Professional Exit Requirement (taken in last semester)	0
BUSA 4185	Strategic Management (taken in last semester) (minimum grade of C)	3
FINC 3105	Principles of Finance	3
MGMT 3115	Principles of Management	3
MISM 3115	Principles of Information Systems Management	3
MKTG 3115	Principles of Marketing	3
BBA Program Requirements Total		27
Major Requirements		
Minimum grade of C required		
CPSC 1301K	Computer Science I	4
CYBR 2159	Fundamentals of Computer Networks	3
MISM 3136	Database Design	3
MISM 3146	Data Visualization	3
MISM 4128	Business Intelligence	3
MISM 4165	Project Management	3
MISM 4168	Systems Analysis & Design	3
Major Requirements Total		22

Major Electives	
Minimum grade of C is required in each of the follow courses	
Select one of the following options	3
BUSA 3116 Managerial Decision Making (Cannot apply in both Area G and Area H)	
MISM 4899 Independent Study	
MKTG 4138 Marketing Analytics	
STAT 3127 Statistical Computing	
Select 3-6 credits from the following (3 credits must be at the 3***/4*** level)	3-6
ACCT/BUSA/CPSC/CYBR/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4*** Elective	
Major Electives Total	6-9
General Electives	
Select 2-5 credits of Unrestricted Electives	2-5
General Electives Total	2-5
Total Credit Hours	123

Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3
Mathematics and Quantitative Skills	Preferred Course: MATH 1111 College Algebra (minimum grade of C)	3
Arts, Humanities, and Ethics	Fine Arts Elective	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
Institutional Priorities	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
BUSA 2115	Introduction to Business (minimum grade of C)	3
Credit Hours		16
Spring		
ENGL 1102	English Composition II (minimum grade of C)	3
ECON 2105	Principles of Macroeconomics (minimum grade of C)	3
BUSA 2100	Introduction to Information Systems in Business (minimum grade of C)	3
Social Sciences	Behavioral Science	3
POLS 1101	American Government	3
Health and Wellness	PEDS Elective	1
Credit Hours		16
Second Year		
Fall		
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3

Mathematics and Quantitative Skills	Preferred Course: Data Science 1501	3
Institutional Priorities	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3
Technology, Mathematics, and Sciences	Science with Lab	4
Credit Hours		16
Spring		
Technology, Mathematics, and Sciences	Preferred Course: CPSC 1301K, CPSC 1107 (Introduction to Application Programming for Business), or CPSC 1555 (minimum grade of C in any of the three).	3-4
Arts, Humanities, and Ethics	Humanities Elective	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
MISM 3115	Principles of Information Systems Management (minimum grade of C)	3
Credit Hours		15-16
Third Year		
Fall		
BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum 2.0 GPA)	3
BUSA 3126	Business Law (minimum 2.0 GPA)	3
MISM 3136	Database Design (minimum grade of C)	3
Social Sciences	World Cultures Elective	3
Credit Hours		15
Spring		
CYBR 2159	Fundamentals of Computer Networks (minimum grade of C)	3
MGMT 3115	Principles of Management (minimum 2.0 GPA)	3
MISM 3116	Business Analytics II (minimum grade of C)	3
MISM 3146	Data Visualization (minimum grade of C)	3
General Elective	ACCT/BUSA/CPSC/CYBR/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4*** Level Elective	3
Credit Hours		15
Fourth Year		
Fall		
FINC 3105	Principles of Finance (minimum grade of C)	3
MKTG 3115	Principles of Marketing (minimum 2.0 GPA)	3
MISM 4168	Systems Analysis & Design (minimum grade of C)	3
MISM 4128	Business Intelligence (minimum grade of C)	3
General Elective	Unrestricted Elective	3-2
Credit Hours		15-14

Spring

BUSA 4185	Strategic Management (taken last semester) (minimum grade of C)	3
BUSA 4000	Business Professional Exit Requirement (taken last semester)	0
MISM 4165	Project Management (minimum grade of C)	3
General Elective	ACCT/BUSA/CPSC/CYBR/MISM/ECON/ENTR/FINC/FTA/MGMT/MKTG 3***/4*** Level Elective	3
Program Elective	Selected Elective (BUSA 3116, STAT 3127, DATA 3111, MKTG 4138, or MISM 4899) (minimum grade of C)	3
General Elective	Unrestricted Elective	3
Credit Hours		15
Total Credit Hours		123

An overall 2.0 GPA is required for graduation.

Admission Requirements

There are no program specific admission requirements.

Additional Program Requirements

All students must earn C or better in Area F, C average in Area G, C or better in Area H and a C average in Area I business electives.