

# BUSINESS ANALYTICS (BSAN)

(Bachelor of Science)

[academics.siu.edu/business/business-analytics/bachelors/](http://academics.siu.edu/business/business-analytics/bachelors/)

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The Bachelor of Science in Business Analytics prepares students for applying data analytics skills, artificial intelligence and machine learning knowledge to strengthen business strategies. Students will understand business and its environment, goals and strategies, recognize and understand business problems, develop questions and models for analysis, use of structured and unstructured data, business analytical techniques, artificial intelligence and machine learning skills to analyze and solve business problems, improving goals and making better decisions for the future.

## MAJOR REQUIREMENTS - 30 HOURS

			Projected offerings:		
COURSE	TITLE	PREREQUISITES	Summer	Fall	Spring
BSAN 401	Business Intelligence			X	
BSAN 402	Data Science I	C or better in BSAN 401			X
BSAN 403	Data Science II	C or better in BSAN 402		X	
BSAN 404	Artificial Intelligence in Business	C or better in BSAN 401		X	
BSAN 405	Machine Learning in Business	C or better in BSAN 404			X
BSAN 406	Information Visualization	C or better in BSAN 401			X
BSAN 407	Ethics of Analytics			X	
MGMT 360	Database Management	C or better in MGMT 345		X	
MGMT 420	Introduction to Project Management		Not Currently Available		
MGMT 421	Information Systems Analysis & Design	C or better in MGMT 360			X

**Note:** Most 300- and 400-level College of Business and Analytics courses are restricted to College of Business and Analytics juniors and seniors. Select summer courses may only be offered online.

## Business Analytics as a major

A major in Business Analytics requires students to earn a minimum grade of C (a grade of C- is not sufficient) in each of the courses taken to satisfy the requirements for the Business Analytics major, and students must earn a minimum 2.0 grade point average for those major courses. Business Analytics courses may be taken only two times; a student only has two attempts to pass the course. It is strongly recommended that students work closely with their academic advisor in order to ensure that the proper lower level courses are completed before the junior year. Many of these courses are prerequisites to later requirements. For Business Analytics majors, business analytics courses completed more than seven calendar years prior to the current term must be repeated.

The Business Analytics major is accredited by the Association to Advance Collegiate Schools of Business International.

Graduate degrees available; Master in Business Administration (M.B.A.), Master of Accountancy (M. Acc.) and Doctor of Philosophy in Business Administration (Ph.D.).

## LEGEND OF ABBREVIATIONS AND TERMS

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### Abbreviations and terms

- **300- and 400-level College of Business and Analytics elective** - any 300- to 400-level course titled ACCT, BSAN, ECON, FIN, HTEM, MGMT, MKTG or PADM. Lower level courses articulated as upper level courses may not be used to satisfy this requirement
- **Business-prefix courses** - courses designated with these headings: ACCT, BSAN, BUS, ECON, FIN, HTEM, MGMT, MKTG. PADM
- **GPA** - grade point average
- **GR** - grade
- **HRS** - semester hours
- **Sophomore status** - 26-55 hours passed
- **Junior status** - 56-85 hours passed
- **Senior status** - 86 or more hours passed

The use of (3) in HRS column is intended to avoid double-counting; that is, these hours are included in the University Core Curriculum.

The college enforces prerequisites, including class status. Where courses are shown as prerequisites, a passing grade (or higher if required) must be earned in these or equivalent courses prior to the term for which you are registering for the course. Where sophomore, junior or senior status is shown as a prerequisite, total hours passed must equal that status in the term for which you are registered for the course.

## PROFESSIONAL BUSINESS CORE AND GPA REQUIREMENTS FOR SPECIFIC MAJORS

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**Accounting:** Students majoring in Accounting must earn a minimum grade of C in ACCT 220 and ACCT 230 (a C- is not sufficient).

**Business Analytics:** Students majoring in Business Analytics must earn a minimum grade of C in MGMT 345 (a C- is not sufficient).

**Finance:** Students majoring in Finance must earn a minimum grade of C in ACCT 220, ACCT 230 and FIN 330 (a C- is not sufficient).

**Hospitality Tourism, and Event Management:** Students majoring in Hospitality, Tourism, and Event Management must earn a minimum grade of C in all courses under this category (a C- is not sufficient).

**Management:** Students majoring in Management must earn a minimum grade of C in ACCT/ECON/FIN/MGMT 208, MGMT 304, MGMT 318 and MGMT 345 (a C- is not sufficient).

**Marketing:** Students majoring in Marketing must earn a minimum grade of C in MKTG 304 and ACCT/ECON/FIN/MGMT 208 (a C- is not sufficient).