BBA BUSINESS ANALYTICS

A STEM-designated degree program

Grad Track Pathways available
https://cob.unt.edu/masters/grad-track-pathways
(see advisor for details)

2025-2026

ITDS Advisor
BLB 215
940-565-3111
ITDS.Advisor@unt.edu

University Core (42 hours)

Please see the UNT catalog or the RCOB Undergraduate Programs Office in BLB 110 for specific core requirements.

Pre-Business Requirements (22 hours)

BUSI 1200 (1 hr)	Prof. Development Strategies I
ECON 1100 & 1110 (6 hrs)	Principles of Economics
MATH 1190 (3 hrs)	Business Calculus
BCIS 2610 (3 hrs)	Intro to Computers in Business
ACCT 2010 & 2020 (6 hrs)	Accounting Principles I & II
DSCI 2710 (3 hrs)	Data Analysis with Spreadsheets

Other Requirements (hours vary)

Communication: COMM 1010* Intro to Communication or TECM 2700 Technical Writing

Professional Development:

BUSI 3100
BUSI 3200 or other approved Professional Development course (see advisor)
BUSI 1200 and BUSI 3100 must be completed prior to enrolling in MGMT 4940. BUSI 3200 may be taken prior to or concurrently with MGMT 4940.

Free Electives (to reach 120 hours; hours vary)

BUSI 1200 must be completed prior to declaring a major. All of the professional development courses are 1 hour courses and must be completed with a grade of C or higher.

IMPORTANT NOTICE: *In order to enroll in JR/SR level courses and file a degree plan, students must: complete 45 hours, complete the pre-business requirement courses with minimum grades of C; have a minimum 2.7 pre-business GPA; AND have a minimum 2.0 UNT cumulative GPA.*

Business Foundation Courses (24 hours)

MGMT 3660 (3 hrs)	Contemporary Business Writing, & Presentation Skills
BLAW 3430 (3 hrs)	Legal and Ethical Environment of Business
BCIS 3610 (3 hrs)	Basic Information Systems
MKTG 3650 (3 hrs)	Foundations of Marketing Practice
DSCI 3710 (3 hrs)	Business Statistics with Spreadsheets
FINA 3770 (3 hrs)	Finance
MGMT 3720 (3 hrs)	Organizational Behavior
MGMT 4940* (3 hrs)	Strategic Management

**Requirements for enrollment in MGMT 4940: completion of all other business foundation courses along with the required Professional Development courses w/C or higher, SR status, and graduating semester.*

Professional Field Courses (18 hours)

DSCI 4330 (3 hrs)	Enterprise Apps of Bus Intelligence/Analytics
DSCI 3870 (3 hrs)	Management Science
DSCI 4510 (3 hrs)	Modeling for Business Intelligence
DSCI 4520 (3 hrs)	Introduction to Data Mining
BCIS 4660 (3 hrs)	Introduction to Data Warehousing
DSCI 4700 (3 hrs)	Analytics for Decision Making - **must be taken in graduating semester**

Supporting Field Courses (12 hours)

International course (3 hrs)	BCIS 4730^, MGMT 4660, MKTG 4280, or FINA 4500

Select three courses from one of the following tracks:

^^**BCIS** 3630, 3680, 4620, 4650, 4750
OPSM 3830, 4810, 4820, 4880, DSCI 4800
MKTG 3700, 3710, 4620
Or any other 9 hrs in a functional area as approved by the department (internship recommended)

NOTE: Up to to 3 credit hours of DSCI 4800 may be substituted for one Supporting field course with consent of the department.

^Preferred
^^BCIS 3630: Must earn a "B" or better in order to progress.

The Bachelor of Business Administration (BBA) with a **major in Business Analytics** provides an appropriate base of knowledge for entry into the business intelligence or business analytics fields. This **STEM-designated degree program** is intended for those students who desire a strong, specialized degree in business analytics that incorporates a solid understanding of the application and use of analytics related techniques and technologies to improve decision making and communications for organizations. This degree qualifies an F-1 student for a STEM OPT extension.

A grade of "C" or higher is required in all Pre-Business, Professional Development, Business Foundation, Professional Field, and Supporting Field courses (except where mentioned otherwise).

A 2.7 cumulative UNT GPA, a grade of "B" or higher in BCIS 3630 and a grade of "C" or higher in each previously taken BCIS/DSCI course is required to enroll in all upper level BCIS/DSCI courses.

A 2.0 UNT, 2.0 Overall, and 2.7 Professional/ Supporting Field GPA is required for graduation.

For more information on careers and companies recruiting graduates from this program, contact the Career Center at 940-565-2105.

Attention: Consult online degree audit for your correct catalog year.

www.cob.unt.edu/undergrad

BBA Business Analytics
2025-2026 Suggested Curriculum

Year	Fall Semester	Hours	Spring Semester	Hours
Freshman	**English (ENGL 1310)****	3	**English (TECM 2700 or ENGL 1320)****	3
	Univ. Core Mathematics (MATH 1180 if required as a prerequisite or **MATH 1190**)**	3	**Mathematics (MATH 1190)****	3
	Life and Physical Science	3	Political Science/Government (PSCI 2305 or 2306)	3
	Political Science/Government (PSCI 2305 or 2306)	3	**Economics (ECON 1100)****	3
	Component Area Option (COMM 1010)**	3	**Intro to Computers in Business (BCIS 2610)**	3
	Professional Development I (BUSI 1200)*	1		
	Total	16	**Total**	15

Year	Fall Semester	Hours	Spring Semester	Hours
Sophomore	Language, Philosophy and Culture	3	Life and Physical Science	3
	American History (HIST 2610)	3	Speech (COMM 1010)** or Technical Writing (TECM 2700)**	3
	Economics (ECON 1110)**	3	American History (HIST 2620)	3
	Accounting (ACCT 2010)	3	**Accounting (ACCT 2020)**	3
	Creative Arts	3	**Data Analysis with Spreadsheets (DSCI 2710)**	3
	Total	15	**Total**	15

Year	Fall Semester	Hours	Spring Semester	Hours
Junior	Basic Information Systems (BCIS 3610)*	3	Enterprise Apps of Bus Intelligence/Analytics (DSCI 4330)***	3
	Business Statistics with Spreadsheets (DSCI 3710)*	3	Introduction to Data Warehousing (BCIS 4660)***	3
	Contemporary Business Writing & Presentation Skills (MGMT 3660)*	3	Supporting Field course (selected with department, internship recommended)	3
	Management Science (DSCI 3870)	3	Organizational Behavior (MGMT 3720)*	3
	Foundation of Marketing Practice (MKTG 3650)*	3	Supporting Field course (selected with department)	3
	Professional Development II (BUSI 3100)	1	Professional Development III (BUSI 3200 - BUAN section offered spring only)	1
	Total	16	**Total**	16

Year	Fall Semester	Hours	Spring Semester	Hours
Senior	Modeling for Business Intelligence (DSCI 4510)	3	Analytics for Decision Making (DSCI 4700 - must be taken in graduating semester)	3
	Introduction to Data Mining (DSCI 4520)	3	Strategic Management (MGMT 4940)	3
	Legal and Ethical Environment of Business (BLAW 3430)*	3	Supporting Field course (BCIS 4730, MGMT 4660, MKTG 4280 or FINA 4500)	3
	Finance (FINA 3770)*	3	Free Elective	3
	Supporting Field course (selected with department)	3		
	Total	15	**Total**	12

*Business Foundation courses must be completed with a grade of C or higher prior to enrolling in MGMT 4940.

** Courses that will fulfill university core and pre-business requirements. Courses used to fulfill both University and College requirements will increase number of required free electives to reach the 120 hours minimum for graduation. Consult with your advisor for questions on number of free electives needed.

- This schedule is only a suggestion; make sure you understand the necessary prerequisites for each course and consult the Undergraduate Programs Office. Course availability is subject to change; actual degree audits may change depending on course availability in a given semester.
- Before enrolling in MATH 1190, the correct math placement is required or you must pass the prerequisite math with a grade of C or higher.
- **Bolded courses** are pre-business prerequisites to all JR/SR level business courses and require a grade of C or higher. **Additionally**, completion of all pre-business prerequisite courses with a minimum 2.7 *pre-business GPA* and a minimum *2.0 UNT cumulative GPA* along with completion of 45 hours are required prior to enrolling in any JR/SR level business course and/or filing for an official degree plan.
- A total of 120 credit hours are required for this degree. GPA requirements for graduation: 2.0 UNT cumulative, Professional Field varies by major (see advisor), and 2.0 Overall.

*** Students admitted to the BBA/MS GradTrack Pathway in Business Analytics will take BCIS 5610 in place of BCIS 4660, DSCI 5240 in place of DSCI 4520 and DSCI 5330 in place of DSCI 4330.

5/19/25 SR

Attention: Consult online degree audit for your correct catalog year.

www.cob.unt.edu/undergrad