

# BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN BUSINESS ANALYTICS AND ECONOMICS

## Overview

The BSBA in Business Analytics and Economics provides students the managerial and technical skills for data-driven decision making in an organization. Students will learn how to analyze data and apply descriptive, diagnostic, predictive and prescriptive models to business, organizational, and societal problems. The program emphasizes the ability to formulate insightful questions using data, provide actionable solutions to business and economic problems, and to interpret analytical models to improve business and economic decision making.

### Career Opportunities

Graduates of this program will be data experts that have technical, quantitative, and business skills for today's increasingly data-driven professions. A non-exhaustive list of roles include data analyst, business intelligence analyst, and economic consultant in various sectors such as finance, technology, and government.

### Skills

A successful student in this program will gain the following skills:

1. Analytical Skills: Strong ability to analyze and derive insights from complex data.
2. Quantitative Aptitude: Proficiency in mathematics and statistics for data-driven decision-making.
3. Effective Communication: Clear communication of complex findings to diverse audiences.
4. Programming and Technical Skills: Competence in programming fundamentals and data visualization tools.
5. Critical Thinking: The ability to think critically and approach problems strategically.

| COURSE   | TITLE  | S.H. |
|--|--|------|
| <b>FIRST YEAR REQUIREMENT-STUDENT SUCCESS SEMINAR</b>              |  |      |
| YSU 1500   | Success Seminar                                  | 1-2  |
| or YSU 1500S   | Youngstown State University Success Seminar      |      |
| or HONR 1500   | Intro to Honors                                  |      |
| <b>GENERAL EDUCATION</b>   |  |      |
| ENGL 1550  | Writing 1  | 3-4  |
| or ENGL 1549   | Writing 1 with Support                           |      |
| ENGL 1551  | Writing 2  | 3    |
| MATH *Grade of a "C" or higher required                            |  |      |
| MATH 2623  | Quantitative Reasoning                           | 3-6  |
| or MATH 2623C  | Quantitative Reasoning with Co-Requisite Support |      |
| or MATH 1510   | College Algebra                                  |      |
| or MATH 1510C  | College Algebra with Co-requisite Support        |      |
| or MATH 1552   | Applied Business Calculus                        |      |
| or MATH 1571   | Calculus 1                                       |      |
| GE: ARTS AND HUMANITIES (6 SH)                                     |  |      |
|  |  | 6    |
| GE: NATURAL SCIENCES (7 SH) *One science course must include a lab |  |      |
|  |  | 7    |

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| GE: SOCIAL SCIENCE (6 SH)  |  |                |
| ECON 2610  | Principles 1: Microeconomics<br>*Required for major, grade of a "C" must be earned           | 3              |
| ECON 2630  | Principles 2: Macroeconomics<br>*Required for major, grade of a "C" or higher must be earned | 3              |
| GENERAL EDUCATION ELECTIVE (9 SH)  |  |                |
| ECON 1505  | Personal Financial Literacy<br>Recommended   | 3              |
| General Education Elective   |  | 3              |
| General Education Elective   |  | 3              |
| <b>BUSINESS TOOL COURSES (15 SH)</b>   |  |                |
| Business Tool courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit.        |  |                |
| ACCT 2602  | Financial Accounting   | 3              |
| ACCT 2603  | Managerial Accounting  | 3              |
| BUS 1500   | Foundations of Business  | 3              |
| BUS 2600   | Business Applications of Microsoft Excel   | 3              |
| BUS 2610   | Collaborating, Writing, & Presenting in Business   | 3              |
| <b>BUSINESS CORE COURSES (25 SH)</b>   |  |                |
| Upper level business courses must be completed with the grade of a "C" or higher and cannot be taken credit/no credit. |  |                |
| BUS 3700   | Business Analytics   | 3              |
| BUS 3710   | Data Visualization with Tableau  | 3              |
| BUS 3715   | Principles of International Business   | 3              |
| FIN 3720   | Business Finance   | 3              |
| MGT 3725   | Fundamentals of Management   | 3              |
| MGT 3761   | Management Information Systems   | 3              |
| MGT 3789   | Operations Management  | 3              |
| MKTG 3702  | Business Professionalism   | 1              |
| MKTG 3703  | Marketing Concepts and Practice  | 3              |
| <b>Senior Capstone (3 SH)</b>  |  |                |
| MGT 4850   | Strategic Management   | 3              |
| <b>BUSINESS ANALYTICS AND ECONOMICS MAJOR REQUIREMENTS (21 SH)</b>   |  |                |
| ECON 3701  | Money and Banking  | 3              |
| ECON 3710  | Intermediate Microeconomic Theory<br>spring term only  | 3              |
| ECON 3712  | Intermediate Macroeconomic Theory<br>fall term only  | 3              |
| ECON 3730  | Advanced Excel and Business Analytics Tools  | 3              |
| ECON 3733  | Predictive Analytics   | 3              |
| ECON 3735  | Artificial Intelligence in Business  | 3              |
| ECON 4880  | Business Analytics of Economic Issues  | 3              |
| <b>BUSINESS UPPER LEVEL COURSES (9 SH)</b>   |  |                |
| Select 3 classes (9 SH) of 3000-5000 level courses from ACCT, ADV, BUS, ECON, ENT, FIN, MGT, MKTG                      |  |                |
| <b>FREE ELECTIVES</b> *Hours will vary based upon what is needed for 120 SH  |  |                |
|  |  | <b>9</b>       |
| <b>Total Semester Hours</b>  |  |                |
|  |  | <b>120-125</b> |
| <b>Year 1</b>  |  |                |
| <b>Fall</b>  |  |                |
| YSU 1500   | Success Seminar  | 1-2            |
| or YSU 1500S   | or Youngstown State University Success Seminar   |                |
| or HONR 1500   | or Intro to Honors   |                |
| BUS 1500   | Foundations of Business  | 3              |
| ENGL 1550  | Writing 1  | 3-4            |
| or ENGL 1549   | or Writing 1 with Support  |                |

|   |   |              |
|---|---|--------------|
| MATH 2623<br>or MATH 2623C<br>or MATH 1510<br>or MATH 1510C<br>or MATH 1552<br>or MATH 1571 | Quantitative Reasoning<br>or Quantitative Reasoning with Co-<br>Requisite Support<br>or College Algebra<br>or College Algebra with Co-requisite<br>Support<br>or Applied Business Calculus<br>or Calculus 1 | 3-6          |
| GE: Elective  |   | 3            |
| <b>Semester Hours</b>   |   | <b>13-18</b> |

|                         |   |           |
|-------------------------|---|-----------|
| <b>Spring</b>           |   |           |
| BUS 2610                | Collaborating, Writing, & Presenting in<br>Business | 3         |
| ENGL 1551               | Writing 2   | 3         |
| ECON 2610               | Principles 1: Microeconomics                        | 3         |
| GE Elective Course      | *ECON 1505 Recommended                              | 3         |
| GE: Arts and Humanities |   | 3         |
| <b>Semester Hours</b>   |   | <b>15</b> |

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| <b>Year 2</b>         |  |           |
| <b>Fall</b>           |  |           |
| ACCT 2602             | Financial Accounting                     | 3         |
| BUS 2600              | Business Applications of Microsoft Excel | 3         |
| ECON 2630             | Principles 2: Macroeconomics             | 3         |
| GE: Arts & Humanities |  | 3         |
| GE Elective Course    |  | 3         |
| <b>Semester Hours</b> |  | <b>15</b> |

|                       |                                 |           |
|-----------------------|---------------------------------|-----------|
| <b>Spring</b>         |                                 |           |
| ACCT 2603             | Managerial Accounting           | 3         |
| BUS 3700              | Business Analytics              | 3         |
| MKTG 3702             | Business Professionalism        | 1         |
| MKTG 3703             | Marketing Concepts and Practice | 3         |
| GE: Natural Science   |                                 | 3         |
| Free Elective         |                                 | 3         |
| <b>Semester Hours</b> |                                 | <b>16</b> |

|                              |   |           |
|------------------------------|---|-----------|
| <b>Year 3</b>                |   |           |
| <b>Fall</b>                  |   |           |
| BUS 3710                     | Data Visualization with Tableau             | 3         |
| ECON 3712                    | Intermediate Macroeconomic Theory           | 3         |
| ECON 3730                    | Advanced Excel and Business Analytics Tools | 3         |
| MGT 3725                     | Fundamentals of Management                  | 3         |
| GE: Natural Science with Lab |   | 4         |
| <b>Semester Hours</b>        |   | <b>16</b> |

|                             |                                      |           |
|-----------------------------|--------------------------------------|-----------|
| <b>Spring</b>               |                                      |           |
| BUS 3715                    | Principles of International Business | 3         |
| ECON 3701                   | Money and Banking                    | 3         |
| ECON 3710                   | Intermediate Microeconomic Theory    | 3         |
| FIN 3720                    | Business Finance                     | 3         |
| Upper-Level Business Course |                                      | 3         |
| <b>Semester Hours</b>       |                                      | <b>15</b> |

|                       |                                     |           |
|-----------------------|-------------------------------------|-----------|
| <b>Year 4</b>         |                                     |           |
| <b>Fall</b>           |                                     |           |
| ECON 3733             | Predictive Analytics                | 3         |
| ECON 3735             | Artificial Intelligence in Business | 3         |
| MGT 3761              | Management Information Systems      | 3         |
| MGT 3789              | Operations Management               | 3         |
| Free Elective         |                                     | 3         |
| <b>Semester Hours</b> |                                     | <b>15</b> |

|                             |                                       |                |
|-----------------------------|---------------------------------------|----------------|
| <b>Spring</b>               |                                       |                |
| ECON 4880                   | Business Analytics of Economic Issues | 3              |
| MGT 4850                    | Strategic Management                  | 3              |
| Upper-Level Business Course |                                       | 3              |
| Upper-Level Business Course |                                       | 3              |
| Free Elective               |                                       | 3              |
| <b>Semester Hours</b>       |                                       | <b>15</b>      |
| <b>Total Semester Hours</b> |                                       | <b>120-125</b> |

The prerequisite for all upper-level business courses includes a minimum overall 2.5 GPA