

# BUSINESS ADMINISTRATION MAJOR: INFORMATION SYSTEMS AND BUSINESS ANALYTICS OPTION (B.S.)

<https://paulcollege.unh.edu/business-administration/program/bs/business-administration-major-information-systems-business>

## Description

The Option in Information Systems and Business Analytics (ISBA) will appeal to students who wish to learn how to take advantage of contemporary technologies to solve complex business problems. Pivotal contributors to the success of any venture must be able to understand and communicate both the business needs as well as the technical details of solutions. The option prepares students for a career in a wide range of industries by helping them master the fundamentals of information systems and business analytics, as well as the ability to implement solutions or provide leading-edge, analytics-based solutions to real business problems. Students work on real-world industry projects and apply concepts and problem-solving skills learned in the classroom. All students in the option develop functional knowledge and skills in information systems and business analytics. Beyond the required courses in the option, students may choose between an emphasis in Information Systems or an emphasis in Business Analytics. The ISBA option can be completed as a single or dual option. In either case, the graduate will have tangible knowledge and skills. Regardless of one's interest area or degree, employers look for people that can help them solve problems efficiently and effectively. The ISBA option prepares students to do just that, and continue learning as technology and business continue to change.

## Requirements

### Degree Requirements

**Minimum Credit Requirement:** 128 credits

**Minimum Residency Requirement:** 32 credits must be taken at UNH

**Minimum GPA:** 2.0 required for conferral\*

**Core Curriculum Required:** Discovery & Writing Program Requirements

**Foreign Language Requirement:** No

All Major, Option and Elective Requirements as indicated.

\*Major GPA requirements as indicated.

### Major Requirements

A typical plan of study follows, showing the major-required courses. Students take 16-18 credits per semester. Discovery Program requirements (including the Inquiry requirement in the first two years) and elective courses are taken as well. Students are expected to follow this course plan. In the first three semesters, students cannot take more than two major courses in a single semester. The options have additional requirements as noted. For a detailed schedule/plan of study for each

option, students should check with the Paul College Undergraduate Programs and Advising Office for specific recommendations.

Code	Title	Credits
<b>Required Courses</b>		
ADMN 401	Introduction to Responsible Business Management	4
ADMN 403	Computing Essentials for Business	1
ADMN 410	Management Information Systems	4
ADMN 502	Financial Accounting	4
ADMN 503	Managerial Accounting	4
ADMN 510	Business Analytics and Statistics	4
ADMN 570	Introduction to Financial Management	4
ADMN 575	Behavior in Organizations	4
ADMN 580	Quantitative Decision Making	4
ADMN 585	Marketing	4
ECON 401	Principles of Economics (Macro)	4
ECON 402	Principles of Economics (Micro)	4
MATH 422	Mathematics for Business Applications	4
or MATH 424A	Calculus for Social Sciences	
PAUL 405	Freshman Academic Experience I	1
PAUL 406	Freshman Academic Experience II	1
PAUL 660	BiP-Social Intelligence Topics <sup>2</sup>	2
PAUL 670	BiP-Analytical Intelligence Topics <sup>2</sup>	2
PAUL 680	BiP-Competitive Intelligence Topics <sup>2</sup>	2
PAUL 690	BiP-Professional Intelligence Topics <sup>2</sup>	2
<b>Capstone</b>		
ADMN 775	Strategic Management: Decision Making <sup>1</sup>	4
<b>Information Systems and Business Analytics Option Requirements</b>		
<b>Required Courses</b>		
DS 673	Database Management	4
DS 775	Corporate Project Experience	4
<b>Electives <sup>3</sup></b>		
Select three courses from the following:		12
DS 662	Programming for Business	
DS 671	Data Visualization and Prescriptive Analytics	
DS 774	E-Business	
DS 772	Predictive Analytics and Modeling	
DS 620	Topics in Decision Sciences	
DS 720	Topics in Decision Sciences II	
DS 799H	Honors Thesis in Decision Sciences	
SC 680	Global Supply Chain Management	
ACC 620	Topics in Accounting (Accounting Analytics)	
MATH 426	Calculus II	
MKTG 763	Marketing Analytics <sup>4</sup>	
FIN 706	Financial Modeling and Analytics <sup>4</sup>	
FIN 710	Big Data in Finance <sup>4</sup>	
IT 666	Cybersecurity Practices	
<b>Total Credits</b>		<b>20</b>

Depending on the choice of option and the specific requirements thereof, students may be able to take PAUL or non-PAUL electives in their junior or senior year.

<sup>1</sup> This is the capstone course in the business administration program, and satisfies the capstone requirement of the Discovery Program. Students may be required to concurrently enroll in ADMN 700 PAUL Assessment of Core Knowledge (zero credits) for AACSB accreditation purposes.

<sup>2</sup> Students may satisfy PAUL 660, PAUL 670, PAUL 680, PAUL 690 requirements through other courses/experiences with approved intelligence attributes assigned.

<sup>3</sup> A minimum of two electives must be DS courses.

<sup>4</sup> May be taken only by students completing 2nd option in Accounting, Finance or Marketing.

## Degree Plan

### Sample Degree Plan

*This sample degree plan serves as a general guide; students collaborate with their academic advisor to develop a personalized degree plan to meet their academic goals and program requirements.*

#### First Year

Fall		Credits
ADMN 401 or ADMN 410	Introduction to Responsible Business Management or Management Information Systems	4
ECON 401 or ECON 402	Principles of Economics (Macro) or Principles of Economics (Micro)	4
MATH 422 or MATH 424A	Mathematics for Business Applications or Calculus for Social Sciences	4
Discovery		
ADMN 403	Computing Essentials for Business	1
PAUL 405	Freshman Academic Experience I	1
<b>Credits</b>		<b>14</b>

#### Spring

ADMN 410 or ADMN 401	Management Information Systems or Introduction to Responsible Business Management	4
ECON 402 or ECON 401	Principles of Economics (Micro) or Principles of Economics (Macro)	4
ENGL 401	First-Year Writing	4
Discovery		4
PAUL 406	Freshman Academic Experience II	1
<b>Credits</b>		<b>17</b>

#### Second Year

Fall		
ADMN 502	Financial Accounting	4
ADMN 510	Business Analytics and Statistics	4
Discovery		4
Discovery		4
<b>Credits</b>		<b>16</b>

#### Spring

ADMN 503	Managerial Accounting	4
ADMN 580	Quantitative Decision Making	4
Discovery		4
Discovery		4
PAUL 660 or PAUL 690	BiP-Social Intelligence Topics or BiP-Professional Intelligence Topics	2
<b>Credits</b>		<b>18</b>

#### Third Year

Fall		
ADMN 570	Introduction to Financial Management	4
ADMN 585 or ADMN 575	Marketing or Behavior in Organizations	4

DS 673	Database Management	4
Discovery		4
BiP Business in Practice (PAUL 660, 670, 680 or 690)		2
<b>Credits</b>		<b>18</b>

#### Spring

ADMN 575 or ADMN 585	Behavior in Organizations or Marketing	4
ISBA option course		4
Course selected in consultation with advisor <sup>1</sup>		4
Course selected in consultation with advisor <sup>1</sup>		4
BiP Business in Practice (PAUL 660, 670, 680 or 690)		2

<b>Credits</b>		<b>18</b>
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#### Fourth Year

Fall		
ADMN 775 & ADMN 700	Strategic Management: Decision Making and PAUL Assessment of Core Knowledge	4
ISBA option course		4
Course selected in consultation with advisor <sup>1</sup>		4
Course selected in consultation with advisor <sup>1</sup>		4
BiP Business in Practice (PAUL 660, 670, 680 or 690)		2
<b>Credits</b>		<b>18</b>

#### Spring

DS 775	Corporate Project Experience	4
ISBA option course		4
Course selected in consultation with advisor <sup>1</sup>		4
Course selected in consultation with advisor <sup>1</sup>		4
<b>Credits</b>		<b>16</b>

<b>Total Credits</b>		<b>135</b>
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<sup>1</sup> Students can explore a second option, second major, minor, or general electives.

## Student Learning Outcomes

### Program Learning Outcomes

- Students will demonstrate proficiency in the core content areas of business.
- Students will think critically to address business situations.
- Students will demonstrate communication skills to interact effectively in business situations.
- Students will identify and understand the ethical dimensions and implications of business decisions.
- Students will demonstrate the ability to analyze a business situation by applying a multiple stakeholder lens.
- Students will demonstrate an understanding of business practices as they relate to local, national and global competitiveness.