

Business Administration, Business Analytics Concentration, BS

UNIVERSITY REQUIREMENTS (35 UNITS)

Core Lower Division General Education (24 units)

Of the 39 units required by the university, 15 units may be satisfied by coursework outlined below. Courses that meet GE Areas A1, A2, A3 or B4 must be passed with a "C-" or better to meet the requirement. Consult with major advisor for details.
Note: Students who have completed the ADT Transfer degree (under SB 1440) for this major will have completed all lower division GE requirements and should follow the 60 unit guarantee roadmap. Meet with an advisor prior to registering for your first semester for the 60 unit roadmap or specific questions.

Upper Division General Education (3 units)

Of the 9 units required by the university, 6 units may be satisfied by coursework outlined below. Consult with major advisor for details.

American Institutions (6 units)

The 6 units of American Institutions (US123) coursework shown below also fulfills GE Areas D2 and D3. Other courses meet the American Institutions requirement, but may not include additional GE areas. The American Studies (AMS 1A/AMS 1B) and Humanities Honors (HUM 1A/HUM 1B, HUM 2A/HUM 2B) programs both offer larger integrated packages that meet this requirement. Consult with major advisor for details.

Complete One Sequence From:

AFRICAN AMERICAN STUDIES (6 UNITS)

AFAM 2A:	African Americans and the Development of America's History and Government (D2)	unit(s) 3
AFAM 2B:	African Americans and the Development of America's History and Government (D3+US123)	unit(s) 3

ASIAN AMERICAN STUDIES (6 UNITS)

AAS 33A:	Asian Americans in U.S. History I (D2)	unit(s) 3
AAS 33B:	Asian Americans in U.S. History II (D3+US123)	unit(s) 3

U.S. HISTORY AND GOVERNMENT (6 UNITS)

HIST 15:	Essentials of U.S. History (D2+US1)	unit(s) 3
POLS 15:	Essentials of U.S. & California Government (D3+US23)	unit(s) 3

CHICANA AND CHICANO STUDIES (6 UNITS)

CCS 10A:	Mexican Americans and the Development of U.S. History and Government (D2)	unit(s) 3
CCS 10B:	Mexican Americans and the Development of U.S. History and Government (D3+US123)	unit(s) 3

Physical Education (2 units)

Graduation Writing Assessment Requirement

At SJSU, students must pass both the SJSU Writing Skills Test (WST) and a 100W course. Exceptions to the GVAR may be found at Graduation Writing Assessment Requirement (GVAR).

A grade of C or better (C- not accepted) is required to meet graduation requirement.

MAJOR PREPARATION (17 UNITS)

ECON 1A:	Principles of Economics: Macroeconomics	unit(s) 4
ECON 1B:	Principles of Economics: Microeconomics (D1)	unit(s) 4
ENGL 2:	Critical Thinking and Writing (A3) (or equivalent)	unit(s) 3
MATH 71:	Calculus for Business and Aviation (B4)(Transfer students with MATH 30 (C or better) may use this in lieu of MATH 71.)	unit(s) 3
ECON 1A:	Principles of Economics: Macroeconomics	unit(s) 4
ECON 1B:	Principles of Economics: Microeconomics (D1)	unit(s) 4
ENGL 2:	Critical Thinking and Writing (A3) (or equivalent)	unit(s) 3
MATH 71:	Calculus for Business and Aviation (B4)(Transfer students with MATH 30 (C or better) may use this in lieu of MATH 71.)	unit(s) 3

Complete One Course From:

COMM 100W:	Writing Workshop: Writing for Influence (Z)	unit(s) 3
ENGL 100WB:	Written Communication: Business (Z)	unit(s) 3
LLD 100WB:	Writing Workshop for Business Students (Z)	unit(s) 3

MAJOR REQUIREMENTS (61 UNITS)

Core Courses (43 units)

LOWER DIVISION COURSES (13 UNITS)

BUS3 10:	Discovering Business (0 units required) <i>BUS3 10 is not required, but recommended.</i>	unit(s) 3
BUS1 20:	Financial Accounting	unit(s) 3
BUS1 21:	Managerial Accounting	unit(s) 3
BUS3 80:	Legal Environment of Business	unit(s) 3
BUS2 90:	Business Statistics (Transfer students with STAT 95 (C or better) may use this in lieu of BUS2 90.) . . .	unit(s) 3
BUS4 91L:	Computer Tools for Business	unit(s) 1

BUSINESS FUNDAMENTALS (15 UNITS)

BUS2 130:	Introduction to Marketing	unit(s) 3
BUS5 140:	Fundamentals of Operations Management	unit(s) 3
BUS3 160:	Fundamentals of Management and Organizational Behavior	unit(s) 3
BUS1 170:	Fundamentals of Finance	unit(s) 3
BUS2 190:	Quantitative Business Analysis	unit(s) 3

BUSINESS INTEGRATION AND PERSPECTIVE COURSES (15 UNITS)

BUS5 187:	Global Dimensions of Business	unit(s) 3
BUS4 188:	Business Systems and Policy	unit(s) 3
BUS3 189:	Strategic Management	unit(s) 3

PHIL 186:	Professional and Business Ethics (S)	unit(s) 3
One non-business global perspectives course in Area V 3 unit(s)		

Concentration Requirements (18 units)

Additionally, to qualify for a baccalaureate degree in Business Administration with concentration in Business Analytics, all courses in the concentration must be completed with a grade of "C-" or better. A cumulative 2.0 GPA is required in all business classes.

BUS2 194A:	Statistical Analysis	unit(s) 3
BUS2 194B:	Business Analytics	unit(s) 3

COMPLETE FOUR COURSES FROM:

BUS2 132B:	Business Logistics	unit(s) 3
BUS2 137A:	Soft Skills	unit(s) 3
BUS2 138:	Marketing Research	unit(s) 3
BUS2 191:	Decision Making Under Uncertainty	unit(s) 3
BUS2 193:	Data Mining	unit(s) 3
BUS2 195A:	Spreadsheet Modeling	unit(s) 3
BUS2 195B:	Data Visualization	unit(s) 3
BUS2 195C:	Simulation Modeling and Analysis	unit(s) 3
BUS2 195D:	Analytic Strategy	unit(s) 3
BUS4 116:	Advanced Database Management Systems	unit(s) 3
BUS4 118S:	Special Topics in MIS	unit(s) 3

UNIVERSITY ELECTIVES (7 UNITS)

TOTAL UNITS REQUIRED (120 UNITS)

Advising Road Map

Major:	BS Business Administration
Concentration in:	Business Analytics
Total Units to Degree:	120
Academic Year:	2020-2021

The following road map is an advising tool that outlines a path of courses a student can take to complete requirements for graduation. This roadmap should be used in consultation with the catalog and an advisor in the Jack Holland Student Success Center to identify additional requirements for completing the major (for example course grade minimums). Students must have 60+ units and Pass the Writing Skills Test (WST) in order to take SJSU Studies courses.

Fall Semester - Year 1

Course or Requirement	Units
Econ 1B - Microeconomics (GE: Human Behavior - D) ¹	4
Engl 1A (GE: Written Communication I - A2)	3
GE: Oral Communication - A1	3
GE: Arts - C1	3
University Electives - Recommendation: Bus5 16	3
Total Semester Units:	16

Spring Semester - Year 1

Course or Requirement	Units
Econ 1A - Macroeconomics ¹	4
Engl 2 (GE: Critical Thinking & Writing - A3) ²	3
Math 71/71X (GE: Mathematical Concepts - B4) ²	3
GE: Letters - C2	3
Bus3 12 - Managing My Life (GE: Human Dev. - E)	3
Total Semester Units:	16

Fall Semester - Year 2

Course or Requirement	Units
Bus3 80 - Legal Envir. Of Business	3
Bus1 20 - Financial Accounting ⁴	3
GE: Comp. Systems - D2 & American Inst. (U.S. 1-2-3) ³	3
GE: Physical Science - B1 (Take 1 Lab - B3 with B1 or B2)	3
Bus4 91L - Computer Tools for Business	1
Physical Education (Subject Code: KIN - 1 unit)	1
Register & Pass the Writing Skills Test (WST)	
Total Semester Units:	14

Spring Semester - Year 2

Course or Requirement	Units
Bus2 90 - Business Statistics ⁴	3
Bus1 21 - Managerial Accounting	3
GE: Social Issues - D3 & American Inst. (U.S. 1-2-3) ³	3
GE: Life Science - B2 (Take 1 Lab - B3 with B1 or B2)	3
GE: 1 Additional Arts or Letters (C1 or C2)	3
Physical Education (Subject Code: KIN - 1 unit)	1
Complete 60 units to reach Upper-Division Standing	
Total Semester Units:	16

Fall Semester - Year 3

Course or Requirement	Units
Bus2 194A - Statistical Analysis ⁵	3
Bus2 190 - Quantitative Business Analysis	3
Bus2 130 - Introduction to Marketing	3
Bus3 160 - Fundamentals of Mgmt. & Org. Behvr.	3
Comm 100W ⁶ or Engl 100WB ⁶ or LLD 100WB ⁶	3
Total Semester Units:	15

Spring Semester - Year 3

Course or Requirement	Units
Bus2 194B - Business Analytics ⁵	3
Business Analytics Elective #1 ⁵	3
Bus5 140 - Fundamentals of Operations Management	3
Bus5 187 - Global Dimensions of Business	3
Bus3/Phil 186 - Business Ethics (SJSU Studies: Area S) ⁷	3
Note: Business Ethics is a major requirement	
Total Semester Units:	15

Fall Semester - Year 4

Course or Requirement	Units
Business Analytics Elective #2 ⁵	3
Business Analytics Elective #3 ⁵	3
Bus1 170 - Fundamentals of Finance	3
SJSU Studies: Earth & Environment (Area R) ⁷	3
SJSU Studies: Culture, Civil & Global Undstdg (Area V) ⁷	3
Note: Area V also fulfills Non-Business Global Perspectives - a major requirement	
Total Semester Units:	15

Spring Semester - Year 4

Course or Requirement	Units
Business Analytics Elective #4 ⁵	3
Bus4 188 - Business Systems & Policy	3
Bus3 189 - Strategic Management	3
University Electives ⁸	4
Total Semester Units:	13

NOTES: This plan requires a student to meet assessment or exam criteria to be eligible to enroll in English 1A and Math 71/71X.

¹Preparation for the Major; ²Preparation for the Major and a "C" grade or better; ³Consult an advisor to determine your best option; ⁴Course requires a "C" grade or better; ⁵Course requires a "C-" grade or better; ⁶Prerequisite Pass WST and a "C" grade or better is required; ⁷Prerequisite Pass WST; ⁸If needed to reach 120 units, students may take any course. L = Lab; X = supplemental workshop required; W = Writing; WB = Writing for Business