

BUSINESS ADMINISTRATION: BUSINESS ANALYTICS

DEGREE REQUIREMENTS (24 UNITS)

CATALOG YEAR 2021 - Present

Business Analytics majors must complete SOM 120 or MATH 140 and SOM 307 with a grade of "C" or higher.

BUSINESS ANALYTICS OPTION REQUIREMENTS (15 UNITS)

- IS 312** **Systems and Technologies for Managers (3)**
Prerequisites: ACCT 220 and Grade of "C" or higher in IS 212
- SOM 307** **Data Analysis and Modeling for Business (3)**
Prerequisites: MATH 103; SOM 120 or MATH 140
Recommended corequisite/preparatory: BUS 312+302L for business majors
- BANA 320** **Predictive Analytics for Business (3)**
Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140 and SOM307
- BANA 410** **Machine Learning for Business (3)**
Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140 and SOM307;
BUS 312+302L for business majors
- BANA 420** **Prescriptive Analytics for Business (3)**
Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140 and SOM307;
BUS 312+302L for business majors

COMMUNICATION REQUIREMENT (3 UNITS)

(select one course)

Prerequisite/Preparatory: Completion of the lower division writing requirement

- BLAW 368** **Law, Business, and Ethics (3)**
BLAW 372 **Ethical and Legal Aspects of Managing Technology (3)**
ENGL 306 **Report Writing (3)**
PHIL 305* **Business Ethics and Public Policy (3)**

BUSINESS ANALYTICS ELECTIVE REQUIREMENT (6 UNITS)

(select two courses)

At least ONE of the Business Analytics Electives must be selected from BANA

- BANA 310** **Data Visualization for Business (3)**
Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140
- BANA 430** **Text Mining and Analytics for Business (3)**
Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140 and SOM 307;
BUS312+302L for business majors
- BANA 440** **Supply Chain Analytics (3)**
Prerequisites: A grade of "C" or higher in SOM 120 or MATH 140 and SOM 307;
BUS 312+302L for business majors; Pre/Co-requisites: BANA 320 and BANA 420
- IS 441** **Decision Making and Creativity (3)**
Prerequisite: A grade of "C" or higher in IS 312; BUS 312+302L for business majors
- MKT 356** **Marketing Metrics and Insights (3)**
Prerequisites: MKT 304; BUS 312+302L for business majors
- SOM485** **Decision Support Systems (3)**
Prerequisites: SOM 306 and IS 312; BUS 312+302L for business majors

* Courses that are also GE; please consult CSUN Catalog and/or a major advisor about fulfilling GE requirements

REQUIRED BUSINESS CORE COURSES

A Business Major is any student majoring in Accountancy, Information Systems; or Business Administration with an option in one of the following: Business Analytics, Business Law, Financial Analysis, Financial Planning, Global Supply Chain Management, Management, Marketing, Real Estate, Risk Management and Insurance or Systems and Operations Management.

All business programs are accredited by AACSB and therefore have the same core requirements. Students will be held to fulfilling all prerequisite courses. The prerequisites for Business courses are listed below and also available in the current CSUN Catalog.

LOWER DIVISION CORE REQUIREMENTS (27 UNITS)

- ACCT 220 Intro to Financial Accounting (3)**
Prerequisite: Grade of "C" or higher in MATH 103 or higher-level mathematics course and Sophomore standing
- ACCT 230 Intro to Managerial Accounting (3)**
Prerequisite: Grade of "C" or higher in MATH 103 or higher-level mathematics course and ACCT 220
- ECON 160 Principles of Microeconomics (3)**
Prerequisite: (1) GE-level Mathematics and (2) GE-level Written Communication or completion of 113A or 114A.
- ECON 161 Principles of Macroeconomics (3)**
Prerequisite: 1) GE-level Mathematics and (2) GE-level Written Communication or completion of 113A or 114A. ECON 160
- IS 212 Info Systems for Business Users (3)**
- SOM 120 Basic Business Statistics (3)**
Prerequisite: Grade of "C" or higher in MATH 103 or higher-level mathematics course
NOTE: The 4-unit MATH 140 course also satisfies this requirement
BANA majors: SOM120 or MATH140 must be completed with a "C" or higher
- ENGL 205 Business Communication (3)**
Prerequisite: Completion of lower division writing requirement: GE (A2); Recommended Preparatory: GE (A1); IS 212
- BLAW 280 Business Law I (3)**
Prerequisite: Completion of lower division writing requirement: GE (A2) and sophomore standing
- MATH 103 Mathematical Methods for Bus (3)**
Prerequisite: Eligibility for GE Level Mathematics
NOTE: MATH 103 or higher-level mathematics course must be completed with a "C" or higher

UPPER DIVISION CORE REQUIREMENTS (19 UNITS)

- BUS 312 Data Literacy for Business (3)**
Prerequisite: Junior Standing, Lower Division Business Core: ACCT 220, ACCT 230, ECON 160, ECON 161, IS 212, SOM 120 or MATH 140, ENGL 205, BLAW 280, and MATH 103.
- BUS 302L Gateway Lab (1)**
Prerequisite: Junior standing, Lower Division Business Core: ACCT 220, ACCT 230, ECON 160, ECON 161, IS 212, SOM 120 or MATH 140, ENGL 205, BLAW 280, and MATH 103.
- FIN 303 Financial Management (3)**
Pre/Corequisite for Business Majors: BUS 312 + BUS 302L
- MGT 360 Management and Org. Behavior (3)**
Pre/Corequisite for Business Majors: BUS 312+BUS 302L
- MKT 304 Marketing Management (3)**
Pre/Corequisite for Business Majors: BUS 312+BUS 302L
- SOM 306 Operations Management (3)**
Pre/Corequisite for Business Majors: BUS 312+BUS 302L
- BUS 497 Capstone: Strategic Management (3)**
Prerequisite: BUS 312+302L, FIN 303, MGT 360, MKT 304; Graduating senior standing (in final semester)

Transfer students should be aware that no grade lower than a "C" will be accepted on transfer from another institution to satisfy department or David Nazarian College of Business and Economics requirements.

NOTE: BUS 302 no longer offered after Spring 2024. BUS 302 (if previously completed) will be honored in place of any BUS 312 prerequisite requirement