

| Lower Division Core (21 units) | Upper Division Core (27 units) |
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You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule.
 All core courses must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

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| <p><i>Once you have completed all of the lower division core, you must pass the Business Ethics Quiz and may declare your concentration online: https://business.fullerton.edu/Programs/Undergraduate/Advising/Declare-concentration</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> MATH 135 Business Calculus (3) OR MATH 130 Calculus for the Natural Sciences (4) OR MATH 150A Calculus I (4) <input type="checkbox"/> BUAD 201 Business Writing (3) <input type="checkbox"/> ACCT 201A Financial Accounting (3) <input type="checkbox"/> ECON 201 Principles of Microeconomics (3) <input type="checkbox"/> ACCT 201B Managerial Accounting (3) <input type="checkbox"/> ECON 202 Principles of Macroeconomics (3) <input type="checkbox"/> MGMT 246 Business and Its Legal Environment (3) | <p><i>You may complete your upper division core concurrently with your concentration requirements once your concentration is declared.</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> BUAD 301 Advanced Business Communication (3) <input type="checkbox"/> ISDS 361A Business Analytics I (3) <input type="checkbox"/> MKTG 351 Principles of Marketing (3) <input type="checkbox"/> FIN 320 Financial Management I (3) <input type="checkbox"/> ISDS 351 Principles of Information Systems (3) <input type="checkbox"/> ISDS 361B Business Analytics II (3) <input type="checkbox"/> MGMT 339 Managing Operations (3) <input type="checkbox"/> MGMT 340 Organizational Behavior (3) <input type="checkbox"/> ECON 315 Intermediate Business Microeconomics (3) OR ECON 320 Intermediate Macroeconomics Analysis (3) |
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| Global Business Requirement (3 units) |
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Complete one three-unit course in the area of Global Business. The course must be selected from the list of approved Global Business courses and may not be a course in your concentration. *Underlined courses in economics may fulfill general education requirements.*

- APPROVED COURSES:** ECON 330, 332, 333, 334, 335, 336, FIN 370, 371, 375, MGMT 350, MKTG 445, 475

| Approved Practicum Requirement (3 units) |
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Complete one three-unit upper-division course in a practicum area, selected in consultation with your advisor. The practicum may not double count within the major and must be completed with "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade

To fulfill the practicum requirement complete a course for Professional and Career Development, Internship, or Experiential Learning. Approval must be obtained prior to enrolling in your practicum requirement: _____

| Business Analytics Concentration Requirements (21 Units) |
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Once you complete all lower division business core **AND** pass ISDS 361A with a "B" (3.0) or better, you must pass the Business Ethics Quiz and declare your concentration to enroll in concentration courses and electives:

<https://business.fullerton.edu/Programs/Undergraduate/Advising/Declare-concentration>

All concentration courses must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

| REQUIRED COURSES | PREREQUISITES |
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| <input type="checkbox"/> ISDS 402* Database Management Systems (3) | BUAD 301 |
| <input type="checkbox"/> ISDS 415* Principles of Business Intelligence (3) | ISDS 402 with grade of "C" or better |
| <input type="checkbox"/> ISDS/MKTG 443* Marketing Analytics: Decision Making in the Info (3) | ISDS 361A & MKTG 351 |
| <input type="checkbox"/> ISDS 473* Applied Business Forecasting (3) | BUAD 301, ISDS 474 or ISDS 462 |
| <input type="checkbox"/> ISDS 474* Data Mining for Managers (3) | BUAD 301, ISDS 361A & 361B |

Complete 6 units (two courses) of elective coursework from the list below:

You are responsible for meeting all prerequisites and co-requisites as stated in the class schedule.

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|---|------------------------------------|------------------------------------|---|------------------------------------|------------------------------------|
| <input type="checkbox"/> ISDS 309* | <input type="checkbox"/> ISDS 406* | <input type="checkbox"/> ISDS 411* | <input type="checkbox"/> ISDS 421* (Sp21) | <input type="checkbox"/> ISDS 442* | <input type="checkbox"/> ISDS 454* |
| <input type="checkbox"/> ISDS 373* (Sp21) | <input type="checkbox"/> ISDS 409* | <input type="checkbox"/> ISDS 418* | <input type="checkbox"/> ISDS 435* | <input type="checkbox"/> ISDS 443* | <input type="checkbox"/> ISDS 462* |

| Capstone Core Course (3 Units) |
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You may complete your capstone course concurrently with your concentration courses.

The capstone must be completed with a "C" (2.0) or better. A grade of "C-" (1.7) or lower is not a passing grade.

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| <input type="checkbox"/> MGMT 449* Seminar in Strategic Management (3) | PREREQUISITES: All upper and lower division business core course completed with a grade of "C" or better |
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**Pre-business, pre-international business, pre-economics or undeclared students are restricted from enrolling in these courses. Consult the California State University, Fullerton Catalog for a full statement of all requirements and regulations. This handout is just a brief summary printed for your convenience*

**FOUR-YEAR ROADMAP FOR BA IN BUSINESS ADMINISTRATION
BUSINESS ANALYTICS CONCENTRATION
Catalog Year 2020 – 2021
120 units**

It is important to keep course sequencing in mind. To ensure that you are fulfilling pre-requisites, **bolded** courses should be prioritized and completed in the order listed. Failure to complete **bolded** courses in the semester indicated will potentially limit the ability to graduate in four years.

| Year 1 | |
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| <u>First Semester</u> <input type="checkbox"/> GE Area A.2 ENGL 101 (3) <input type="checkbox"/> GE Area B.4 Prerequisite to MATH 135/130/150A (4-5) <input type="checkbox"/> GE Area C.1 Introduction to Arts (3) <input type="checkbox"/> GE Area C.2 Introduction to Humanities (3) <input type="checkbox"/> GE Area C.1 or C.2 ¹ (3) | <u>Second Semester</u> <input type="checkbox"/> GE Area A.1 Oral Communication (3) <input type="checkbox"/> GE Area B.4 MATH 135 OR MATH 130 OR MATH 150A (3-4) <input type="checkbox"/> GE Area A.3 Critical Thinking (3) <input type="checkbox"/> GE Area B.1 Physical Science (3) <input type="checkbox"/> GE Area D.3 American Government (3) |

| Year 2 | |
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| <u>Third Semester</u> <input type="checkbox"/> ACCT 201A (3) <input type="checkbox"/> GE Area D.1 ECON 201 OR ECON 202 (3) <input type="checkbox"/> BUAD 201 (3) <input type="checkbox"/> GE Area B.2 + B.3 Life Science (3) + Laboratory Experience (1) <input type="checkbox"/> GE Area D.2 American History, Institutions & Values (3) | <u>Fourth Semester</u> <input type="checkbox"/> ACCT 201B (3) <input type="checkbox"/> GE Area D.1 ECON 201 OR ECON 202 (3) <input type="checkbox"/> MGMT 246 (3) <input type="checkbox"/> GE Area E Lifelong Learning and Self Development (3) <input type="checkbox"/> Free Elective to reach 120 total units (3) |

| Year 3 (Transfer Students Begin Here) | |
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| <u>Fifth Semester*</u> <input type="checkbox"/> BUAD 301 (3) <input type="checkbox"/> ISDS 361A /GE area B.5 Implications and Explorations in Mathematics and Sciences (3) <input type="checkbox"/> MKTG 351 (3) <input type="checkbox"/> FIN 320 (3) <input type="checkbox"/> GE Area C.3 & Z OR Practicum ² : | <u>Sixth Semester</u> <input type="checkbox"/> ISDS 361B (3) <input type="checkbox"/> ISDS 351 (3) <input type="checkbox"/> MGMT 340 (3) <input type="checkbox"/> ISDS 402 (3) <input type="checkbox"/> MGMT 339 (3) |

| Year 4 | |
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| <u>Seventh Semester</u> <input type="checkbox"/> ECON 315 OR 320 (3) <input type="checkbox"/> ISDS 415 (3) <input type="checkbox"/> ISDS 474 (3) <input type="checkbox"/> Business Analytics Elective (3) <input type="checkbox"/> GE Area C.3 & Z OR Practicum ² : | <u>Eighth Semester</u> <input type="checkbox"/> <u>MGMT 449</u> ³ (3) <input type="checkbox"/> ISDS 443 (3) <input type="checkbox"/> ISDS 473 (3) <input type="checkbox"/> Business Analytics Elective (3) <input type="checkbox"/> GE Area D.4/ Global Business Requirement: ECON 330, 332, 333, 334, 335, OR 336 (3) |

Notes:

¹ You are encouraged to take the additional units in GE area C.2

² Consult with your advisor to select from GE area C.3 and Z (300-400 level) – Explorations in Arts or Humanities and Cultural Diversity, OR Approved Practicum Requirement

³ All lower and upper division business core courses must be completed with “C” or better prior to MGMT 449

* For this concentration, you can conditionally declare in your fifth semester, while in progress of ISDS 361A