University of Wisconsin Whitewater

4 Year Plan (Fall 2021 Requirements)
BUSINESS ANALYTICS MAJOR
BBA (COLLEGE OF BUSINESS AND ECONOMICS)

The 4 year Plan **illustrates the type of curriculum a new freshman** could take to complete a degree in 4 years; it is not an official document. Refer to Academic Advising Report for full requirements.
Sample Academic Advising Reports are available on-line at
http://www.uww.edu/registrar/sample-aars

Courses in bold are required for admission to the upper division business courses.

1st Semester	*Units*	*2nd Semester*	*Units*
ENGLISH 101 ***(PREREQ ENGLISH 90)***	3	**ENGLISH 102** ***(PREREQ ENGLISH 101)***	3
MATH 139 (***PREREQ*** *C or better in MATH 41*) OR **MATH 143** (***PREREQ*** *C or better in MATH 139*)	3	**Math 143** ***(PREREQ C or better MATH 139)*** OR General Education Elective	3
BEINDP 101	3	CORE (CORE 110, 130, or 120/140)	3
CORE (CORE 110, 130, or 120/140)	3	**COMM 110**	3
CORE (CORE110, 130, or 120/140)	3	**ITSCM 180**	3
		PEGNRL 192	1
Semester Total	15	Semester Total	16
3rd Semester	***Units***	***4th Semester***	***Units***
ECON 201 ***(PREREQ MATH 139)***	3	**ECON 202** ***(PREREQ ECON 201)***	3
General Education Elective	3	**ACCOUNT 249*** ***(PREREQ ACCOUNT 244)***	3
ITSCM 280 *	3	**ECON 245 *** ***(PREREQ MATH 143 or equivalent)***	3
ACCOUNT 244 *	3	**ITSCM 230**	3
BEINDP 290 * ***(PREREQ ENGLISH 102)***	2	Lab Science (GL)	4-5
BEINDP 288 ***(PREREQ ENGLISH 102)***	1		
Semester Total	15	Semester Total	16-17

Students take 300- and 400-level business courses in their junior and senior years. These courses require admission to the upper division business courses. See admission requirements on second page.

5th Semester	*Units*	*6th Semester*	*Units*
ITSCM 314	3	**ITSCM 384** (***PREREQ*** **ITSCM 180 & ITSCM 230**) **(F) or** **ITSCM 414** (***PREREQ*** **ITSCM 180 & ITSCM 230**) **(S)**	3
ECON 345 (***PREREQ*** **ECON 245**)	3	**ITSCM 410** (***PREREQ*** **ITSCM 180 & ITSCM 230**) **(S)**	3
Upper Division Business Core** (see back page)	3	General Education Elective/Diversity	3
Upper Division Business Core** (see back page)	3	Upper Division Business Core** (see back page)	3
Upper Division Business Core** (see back page)	3	Upper Division Business Core** (see back page)	3
Semester Total	15	Semester Total	15
7th Semester	***Units***	***8th Semester***	***Units***
Business Analytics Elective	3	**Business Analytics Elective**	3
Business Analytics Elective	3	International Course	3
CORE 390 ***(PREREQ 60 completed credits)***	3	MANAGEMENT 489 **	3
Elective	3	Elective	3
Elective	3	Elective	1-3
Semester Total	15	Semester Total	13-15

**Lower division business courses that require 24 credits and a 2.5 combined GPA to register for them.*
***Upper division business core courses that are required for all majors in the College of Business and Economics.*
*** **(F) = Course offered in fall only (S) = Course offered in spring only**

Department Website: http://www.uww.edu/cobe/departments/department-of-information-technology-and-supply-chain-management

Transfer students may have different general education requirements than those listed. Refer to your Advising Report for requirements specific to you.

Upper Division Business Core courses**

All business majors are required to take the upper division core of business courses below. In most cases, it is recommended that you complete these courses in your junior year. In some cases, specific core courses are recommended in specific semesters; otherwise, you may take them in either semester of your junior year. The upper division business core courses are:

FNBSLW 344-Business Finance ***(PREREQ ACCOUNT 244)***
ITSCM 306-Operations Management ***(PREREQ ECON 245)***
FNBSLW 341-Business and Commercial Law
MANAGEMENT 301-Organizational Behavior
MARKETING 311-Principles of Marketing

MANAGEMENT 489-STRATEGIC MANAGEMENT is a senior-level capstone course and has **FIVE PRE-REQUISTES: FNBSLW 341, FNBSLW 344, MANAGEMENT 301, ITSCM 306, and MARKETING 311.**

Business Analytics Electives (9 Units) Select from courses

ITSCM 382-Visualization, Infographics, & Technical Documentation PREREQ: ITSCM 280
ITSCM 384-Data Mining for Business Analytics (F) PREREQ: ITSCM 180 AND ITSCM 230
ITSCM 414-Mining Unstructured Data (S) PREREQ: ITSCM 180 AND ITSCM 230
ITSCM 444-IT Security Analytics (F) PREREQ: ITSCM 180, ITSCM 221, ITSCM 230, ECON 245, ITSCM 314
ITSCM 450-Logistics & Production Systems (F) PREREQ: ITSCM 306
ITSCM 457-Warehouse Analytics & Technologies (S) PREREQ: ITSCM 306
ITSCM 458-Global Sourcing & Transportation (S) PREREQ: ITSCM 306
ITSCM 471-Introduction to Supply Chain Analytics PREREQ: ITSCM 306
ITSCM 493-IT Internship, ITSCM 498 PREREQ: SENIOR STATUS, CONSENT OF DEPARTMENT CHAIR
MARKETNG 351-Introduction to Digital Marketing PREREQ: MARKETNG 311
MARKETNG 352-Social Media & Content Marketing PREREQ: MARKETNG 311
MARKETNG 353-Advanced Digital Marketing (S) PREREQ: MARKETNG 311 AND MARKETNG 351
MARKETNG 445-Marketing Analytics & Artificial Intelligence (F) PREREQ: MARKETNG 311
MARKETNG 493D-Internship in Marketing – Digital Marketing Emphasis PREREQ: MARKETNG 311
ECON 446-Advanced Econometrics (S) PREREQ: ECON 345 WITH C+ OR BETTER **or**
STAT 420-Applied Regression Analysis (F) PREREQ: STAT 342 OR CONSENT OF INSTRUCTOR

General Advising Notes

Students should take ITSCM 180 in their second semester. ITSCM 314 & ITSCM 410 should be taken in the fifth semester. Business Analytics Electives should be done during the 7th & 8th semesters.

College of Business and Economics Notes

Admission to the Upper Division Business Courses:

As a business major, you must be admitted to the upper division to take 300- and 400-level business courses. Admission to upper division business courses requires that you meet the following criteria:

1. Have 54 **or** more projected units. Projected units are the number of units that will be earned at the end of the present term.
2. Have finished **or** be registering for the last unique and lower division business courses required for admission, indicated in **bold** on the previous page.
3. Have earned a combined (transfer and UW-Whitewater) GPA of at least 2.8.

After being admitted to upper division business courses, you must maintain a 2.50 combined cumulative GPA to be able to continue enrolling in business courses.

To graduate, business students must have:

1. At least 120 Units
2. 2.50 combined cumulative GPA, 2.50 combined GPA in the major, 2.50 combined GPA in all subjects offered by the College of Business and Economics.
3. Completed all course requirements of the degree and major