

BUSINESS ANALYTICS, BBA

Campus: NYC

Bachelor of Business Administration

The Business Analytics (BA) major provides mathematically talented students with cutting-edge, hands-on training in analytical tools and business decision modeling that are in high demand by employers today. The interdisciplinary major consists of courses in data analysis, information technology, quantitative modeling, providing comprehensive training in analytical techniques and software tools. Business Analytics major is STEM-approved, offering international students the ability to work for a longer period without immediate need of sponsorship.

Major Completion Summary

Requirement	Credits
University Core Requirements	47
Major Requirements	56
Open Electives	17
Total Credits	120

University Core Requirements (47 Credits)

See complete University Core (<https://catalog.pace.edu/undergraduate/university-core-curriculum/>) requirements.

Includes several of the major-required courses listed below:

Code	Title	Credits
Foundation Requirements		
MAT 104	Finite Mathematics	3
CIS 101	Introduction to Computing	3
or TS 105	Computers for Human Empowerment	
ENG 110	Composition	3
ENG 120	Critical Writing	4
ENG 201	Writing in the Disciplines	3
COM 200	Public Speaking	3
Lab Science		3
Second Language		6
General Core (19 Credits) ¹		
ECO 106	Principles of Economics: Microeconomics	3
MAT 111	Elementary Calculus I	3 or 4
or MAT 131	Calculus I	
MAT 117	Elementary Statistics	4
Three Arts and Humanities (A&H) courses		9

¹ ECO 106, MAT 111/131, and MAT 117 are applied to the General Core requirement as Natural Sciences and Social Sciences (NSS) courses.

Major Requirements (56 Credits)

Code	Title	Credits
Business Core ¹		
BUS 101	Contemporary Business Practice	3
ACC 203	Financial Accounting	4
ACC 204	Managerial Accounting	4
FIN 260	Financial Management	3
LAW 150	Business Law I	3
MAR 201	Principles of Marketing	3
MGT 150	Managerial and Organizational Concepts ²	3

MGT 226	Business Analytics ²	3
MGT 490	Business Strategy ²	3
Major Requirements (27 Credits)		
International Course in a Business Discipline		3
CIS 143	Introduction to SQL for Business	3
or MGT 227	Introduction to SQL for Business	
MGT 251	Introduction to Programming for Data Science	3
MGT 353	Predictive Analytics	3
MGT 352	Simulation and Optimization Models	3
MGT 388	Machine Learning for Business	3
MAR 368	Visual Analytics	3
Business Analytics Electives		6
<i>Choose Two Courses</i>		
ACC 375	Accounting Information Systems	
CIS 122L	Advanced Spreadsheet Skills - Test Prep	
FIN 325	Data Analysis in Finance	
MGT 350	Operations and Supply Chain Management	
MGT 357	Project Management for Business	
MAT 132	Calculus II	
MAT 222	Applied Multivariable Statistical Methods	
MAT 225	Bayesian Statistics and Modeling	
MAT 238	Linear Algebra	
CIT 380	Applied AI with Deep Learning	
Total Credits		56

¹ See Business Core Requirements (<https://catalog.pace.edu/undergraduate/schools/lubin-school-business/university-core-curriculum-requirements-lubin-majors/>) for more details.

² Applied to the Business Core.

Open Electives (17 Credits)

Code	Title	Credits
Open Electives		
Select 17 credits ¹		17
Total Credits		17

¹ Includes UNV 101 First-Year Seminar: Introduction to University Community (1 credit) for first-year students.

Course	Title	Credits
First Year		
Fall		
UNV 101	First-Year Seminar: Introduction to University Community	1
CIS 101	Introduction to Computing	3
BUS 101	Contemporary Business Practice	3
ENG 110	Composition	3
MAT 104	Finite Mathematics	3
Arts and Humanities (A&H)		3
Credits		16
Spring		
ECO 106	Principles of Economics: Microeconomics	3
MAT 117	Elementary Statistics	4
ENG 120	Critical Writing	4
Learning Community (LC) Required*		

MGT 150	Managerial and Organizational Concepts	3
Credits		14
Second Year		
Fall		
ACC 203	Financial Accounting	4
COM 200	Public Speaking	3
MAT 131 or MAT 111	Calculus I or Elementary Calculus I	3 or 4
BUS 255	Professional Planning and Practice for Internships and Careers	1
Second Language		3
Credits		14-15
Spring		
MGT 226	Business Analytics	3
ACC 204	Managerial Accounting	4
CIS 143	Introduction to SQL for Business	3
FIN 260	Financial Management	3
Second Language		3
Credits		16
Third Year		
Fall		
Arts and Humanities and/or Writing Enhanced (WE)		3
ENG 201	Writing in the Disciplines	3
MGT 251	Introduction to Programming for Data Science	3
Open Elective		3
MAR 201	Principles of Marketing	3
Credits		15
Spring		
Foundation Science Course with Lab		3
MGT 353	Predictive Analytics	3
MGT 388	Machine Learning for Business	3
MAR 368	Visual Analytics	3
Business Analytics Elective		3
Credits		15
Fourth Year		
Fall		
LAW 150	Business Law I	3
MGT 352	Simulation and Optimization Models	3
Arts and Humanities (A&H) and/or Writing Enhanced (WE)		3
Open Elective		3
Open Elective		3
Credits		15
Spring		
MGT 490	Business Strategy	3
Business Analytics Elective		3
International Course in Business		3
Open Elective		3
Open Elective		3
Credits		15
Total Credits		120-121