BUSINESS ANALYTICS, BUSINESS ADMINISTRATION (BBA)

Degree: Bachelor of Business Administration
Major: Business Administration
Concentration: Business Analytics
Program Code: 3173

The Bachelor of Business Administration (BBA) is designed to prepare students for the challenges of today's organizations, as well as the business world of tomorrow. The program provides students with the knowledge, skills, and abilities to compete in both local and global business environments. Additionally, the program allows for an emphasis in a specialized area such as management, marketing, finance, economics, entrepreneurship, insurance, energy management and hospitality management.

The BBA is a very versatile, flexible and valuable degree. Colorado Mesa BBA graduates have great success stories in the business world as well as the ability to earn advanced degrees in business such as the Master of Business Administration – one of the most sought after degrees by employers in today's job market.

To be admitted to the Bachelor of Business Administration program, certain prerequisites must be satisfied. Please see the Department Head of Business for complete requirements and application form.

All CMU baccalaureate graduates are expected to demonstrate proficiency in specialized knowledge/applied learning, quantitative fluency, communication fluency, critical thinking, personal and social responsibility, and information literacy. In addition to these campus-wide student learning outcomes, students in this major complete a plan of study that fulfills our department mission and requires demonstrated comprehension of program specific learning outcomes. These are as follows:

Mission: As a student-focused teaching and research department, Colorado Mesa University's Business Department prepares students to be sound decision makers and serves businesses in the Rocky Mountain region, the nation, and the world. We strive to develop prepared students who demonstrate strong ethical principles, superior critical thinking, effective communication, and robust business acumen.

Student Learning Outcomes:

1. Apply business knowledge and skills in appropriate business contexts. (Specialized Knowledge/Applied Learning)
2. Analyze business issues critically utilizing quantitative research methodologies. (Quantitative Fluency)
3. Analyze business issues critically utilizing qualitative research methodologies. (Critical Thinking)\ \
4. Utilize relevant and critically evaluated information in the process of communicating clearly, appropriately, and accurately to the audience in writing. (Communication Fluency, Information Literacy, Specialized Knowledge/Applied Learning)
5. Utilize relevant and critically evaluated information in the process of communicating clearly, appropriately, and accurately to the audience orally. (Communication Fluency, Information Literacy, Specialized Knowledge/Applied Learning)
6. Differentiate various functions of teams within organizations. (Specialized Knowledge/Applied Learning)
7. Demonstrate behaviors consistent with effective teamwork. (Specialized Knowledge/Applied Learning)
8. Analyze an issue within an ethical framework. (Personal and Social Responsibility)
9. Recommend a solution based on an ethical framework. (Critical Thinking)
10. Engage in a local, regional, national, and/or international activity that positively impacts society. (Personal and Social Responsibility)

Requirements

Each section below contains details about the requirements for this program. Select a header to expand the information/requirements for that particular section of the program's requirements.

To print or save an overview of this program's information, including the program description, learning outcomes, requirements, suggested course sequencing (if applicable), and advising and graduation information, scroll to the bottom of the left-hand navigation menu and select "Print Options." This will give you the options to either "Send Page to Printer" or "Download PDF of This Page." The "Download PDF of This Page" option prepares a much more concise presentation of all program information. The PDF is also printable and may be preferable due to its brevity.

Institutional Degree Requirements

The following institutional degree requirements apply to all CMU baccalaureate degrees. Specific programs may have different requirements that must be met in addition to institutional requirements.

- 120 semester hours minimum.
- Students must complete a minimum of 30 of the last 60 hours of credit at CMU, with at least 15 semester hours in major discipline courses numbered 300 or higher.
- 40 upper-division credits (an alternative credit limit applies to the Bachelor of Applied Science degree).
- 2.00 cumulative GPA or higher in all CMU coursework.
- A course may only be used to fulfill one requirement for each degree/certificate.
- No more than six semester hours of independent study courses can be used toward the degree.
- Non-traditional credit, such as advanced placement, credit by examination, and credit for prior learning, is limited by the institutional residency requirements for the baccalaureate degree. Cooperative education and internship courses may be taken multiple times, up to a maximum of 15 credit hours.
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- Capstone exit assessment/projects (e.g., Major Field Achievement Test) requirements are identified under Program-Specific Degree Requirements.
- The Catalog Year determines which program sheet and degree requirements a student must fulfill in order to graduate. Visit with your advisor or academic department to determine which catalog year and program requirements you should follow.
- See "Requirements for Undergraduate Degrees and Certificates" in the catalog for a complete list of graduation requirements.

Essential Learning Requirements

(31 semester hours)

See the current catalog for a list of courses that fulfill the requirements below. If a course is an Essential Learning option and a requirement for your major, you must use it to fulfill the major requirement and make a different selection for the Essential Learning requirement.

Code	Title	Semester Credit Hours
English [1]		
ENGL 111	English Composition I-GTCO1	3
ENGL 112	English Composition II-GTCO2	3
Mathematics [1]		
MATH 113	College Algebra-GTMA1 [2]	3
History		
Select one History course		3
Humanities		
Select one Humanities course		3
Social and Behavioral Sciences		
Select one Social and Behavioral Sciences course		3
Select one Social and Behavioral Sciences course		3
Fine Arts		
Select one Fine Arts course		3
Natural Sciences [3]		
Select one Natural Sciences course with a lab		4
Select one Natural Sciences course		3
Total Semester Credit Hours		**31**

[1] Must receive a grade of "C" or better and must be complete by the time the student has 60 semester hours.

[2] This is a 4 credit course. 3 credits apply to the Essential Learning requirements and 1 credit applies to elective credit.

[3] 7 semester hours, one course must include a lab.

Other Lower Division Requirements

Code	Title	Semester Credit Hours
Wellness Requirement		
KINE 100	Health and Wellness	1
Select one Activity course		1
Essential Learning Capstone [1]		
ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
Total Semester Credit Hours		**6**

[1] Essential Learning Capstone must be taken after completion of the Essential Learning English and Mathematics requirements, and when a student has earned between 45 and 75 hours.

Foundation Courses

(21 semester hours. These courses plus Essential Learning Math & English requirements must be completed within the student's first 60 hours.)

Code	Title	Semester Credit Hours
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
BUGB 211	Business Communications	3
BUGB 231	Survey of Business Law	3
CISB 241	Introduction to Business Analysis	3
or STAT 241	Introduction to Business Analysis	
ECON 201	Principles of Macroeconomics-GTSS1	3
ECON 202	Principles of Microeconomics-GTSS1	3
Total Semester Credit Hours		**21**

Program Specific Degree Requirements

(51 semester hours, must maintain a 2.0 cumulative GPA or higher in coursework in this area.)

Code	Title	Semester Credit Hours
Business Administration Core		
BUGB 440	Business Ethics	3
CISB 210	Fundamentals of Information Systems	3
CISB 341	Quantitative Decision Making	3
FINA 301	Managerial Finance	3
HRMA 371	Human Resource Management	3
MANG 201	Principles of Management	3
MANG 301	Organizational Behavior	3
MANG 471	Operations Management	3
MANG 491	Business Strategy	3
MARK 231	Principles of Marketing	3
Business Analytics Nucleus		
CISB 205	Advanced Business Software	3
CISB 206	Introduction to Business Application Programming	3
CISB 305	Solving Problems Using Spreadsheets	3
CISB 306	Solving Problems Using Databases	3
CISB 342	Data Mining and Visualization	3
CISB 343	Big Data Analytics	3
ECON 415	Econometrics	3
Total Semester Credit Hours		**51**

General Electives

(11 semester hours) It is strongly recommended to meet with a Business Advisor to choose electives that complement the nucleus or choose the nucleus of a second concentration. At least seven hours must be upper division. Also include all college level courses appearing on your final transcript, not listed above that will bring your total semester hours to 120 hours.

Code	Title	Semester Credit Hours
MATH 113	College Algebra-GTMA1	1
Select additional electives		10
Total Semester Credit Hours		**11**

Suggested Course Plan

First Year		
Fall Semester		**Semester Credit Hours**
CISB 205	Advanced Business Software	3
ENGL 111	English Composition I-GTCO1	3
MATH 113	College Algebra-GTMA1	4
Essential Learning - Social and Behavioral Sciences		3
Essential Learning - Fine Arts		3
	Semester Credit Hours	**16**
Spring Semester		
ENGL 112	English Composition II-GTCO2	3
CISB/STAT 241	Introduction to Business Analysis	3
CISB 210	Fundamentals of Information Systems	3
KINE 100	Health and Wellness	1
KINA Activity		1
Essential Learning - Natural Science with Lab		4
	Semester Credit Hours	**15**
Second Year		
Fall Semester		
ACCT 201	Principles of Financial Accounting	3
ECON 201	Principles of Macroeconomics-GTSS1	3
BUGB 211	Business Communications	3
BUGB 231	Survey of Business Law	3
CISB 206	Introduction to Business Application Programming	3
	Semester Credit Hours	**15**
Spring Semester		
ACCT 202	Principles of Managerial Accounting	3
ECON 202	Principles of Microeconomics-GTSS1	3
MANG 201	Principles of Management	3
ESSL 290	Maverick Milestone	3
ESSL 200	Essential Speech	1
Essential Learning - Humanities		3
	Semester Credit Hours	**16**
Third Year		
Fall Semester		
MARK 231	Principles of Marketing	3
CISB 305	Solving Problems Using Spreadsheets	3
CISB 341	Quantitative Decision Making	3
Essential Learning - Natural Science		3
Essential Learning - Social and Behavioral Sciences		3
	Semester Credit Hours	**15**
Spring Semester		
HRMA 371	Human Resource Management	3
FINA 301	Managerial Finance	3
MANG 301	Organizational Behavior	3
CISB 306	Solving Problems Using Databases	3
General Elective		3
	Semester Credit Hours	**15**
Fourth Year		
Fall Semester		
BUGB 440	Business Ethics	3
MANG 471	Operations Management	3
Essential Learning - History		3
General Electives		7
	Semester Credit Hours	**16**
Spring Semester		
CISB 342	Data Mining and Visualization	3
CISB 343	Big Data Analytics	3
ECON 415	Econometrics	3
MANG 491	Business Strategy	3
	Semester Credit Hours	**12**
	Total Semester Credit Hours	**120**

Advising and Graduation

Advising Process and DegreeWorks

Documentation on the pages related to this program is intended for informational purposes to help determine what courses and associated requirements are needed to earn a degree. The suggested course sequencing outlines how students could finish degree requirements. Some courses are critical to complete in specific semesters, while others may be moved around. Meeting with an academic advisor is essential in planning courses and altering the suggested course sequencing. It is ultimately the student's responsibility to understand and fulfill the requirements for their intended degree(s).

DegreeWorks is an online degree audit tool available in MAVzone. It is the official record used by the Registrar's Office to evaluate progress towards a degree and determine eligibility for graduation. Students are responsible for reviewing their DegreeWorks audit on a regular basis and should discuss questions or concerns with their advisor or academic department head. Discrepancies in requirements should be reported to the Registrar's Office.

Graduation Process

Students must complete the following in the first two months of the semester prior to completing their degree requirements:

- Review their DegreeWorks audit and create a plan that outlines how unmet requirements will be met in the final semester.
- Meet with their advisor and modify their plan as needed. The advisor must approve the final plan.
- Submit the "Intent to Graduate" form to the Registrar's Office to officially declare the intended graduation date and commencement ceremony plans.
- Register for all needed courses and complete all requirements for each degree sought.

Submission deadlines and commencement details can be found on the Graduation web page.

If a student's petition for graduation is denied, it will be their responsibility to consult the Registrar's Office regarding next steps.