**BBA-OM Business Analytics**

**Curriculum**

**Required Courses for BBA-OM with Option in Business Analytics (4 courses):**

Two of the four core courses are already required for OM majors, and fulfil the core requirements of the major:

- ISOM3710 Management Science
- ISOM3730 Quality and Process Management

The additional two courses will function as the capstone courses for the option.

- ISOM 3360 Data Mining for Business Analytics
- ISOM 3900 Decision Analytics (New course with course proposal attached)

These four courses constitute the core of business analytics programs at the undergraduate and graduate levels.

**Substantive knowledge elective (4 courses and minimum 12 credits)**

Students are required to choose 4 courses from the list. Any of the 4 courses will satisfy option and major requirements.

- ISOM3530 A Second Course in Business Statistics (4 credits)
- ISOM3540 Introduction to Probability Models (3 credits)
- ISOM4520 Statistics for Financial Risk Management (4 credits)
- ISOM4530 Statistical Analysis of Financial Data in R/S-plus (4 credits)
- ISOM4540 Time Series Analysis and Forecasting (4 credits)
- ISOM4720 Simulation in Business and Management (3 credits)
- ISOM4740 Enterprise Resource Management (3 credits)
- ISOM4810 OM Best Practices (3 credits)
- ISOM4820 Revenue Management (3 credits)
- ISOM4880 Operations Management Project (3 credits)