


BACHELOR OF SCIENCE

BUSINESS ANALYTICS & INFORMATION SYSTEMS



The Business Analytics and Information Systems major in the Muma College of Business at the University of South Florida prepares students to enter the rapidly changing world of business technology. The degree gives students a strong foundation in business while preparing them for a variety of positions in business analytics and information systems.

The program focuses on analytics and creativity, by including analytics and business intelligence as an integral part of the curriculum. Students are equipped with specific tools to develop and manage technology solutions and analyze data.

#25 IN THE NATION

*-BusinessWeek magazine, 2013
Undergraduate Business
Analytics & Information Systems*

DEGREE AND DEPARTMENT HIGHLIGHTS

The Information Systems and Decision Sciences department regularly hosts **events, bootcamps, and competitions** to sharpen students' marketable skills and provide opportunities to interact with employers.

Practice center projects provide students real-world industry experience with faculty supervision while earning a stipend. USF offers study abroad opportunities for students. The experience helps them learn how to adapt and succeed in a changing business world.

Typical starting yearly salaries for undergraduate business analytics and information systems majors are in the \$50,000 range (2014-2016 placement data).

USF graduates have received job offers locally and nationally from companies such as Citigroup, Deloitte, Publix, Raymond James, Verizon, AT&T, Bank of America, DTCC, General Motors, JPMorgan Chase, Lockheed Martin, Nielsen, PricewaterhouseCoopers, Tribridge, and WellCare.

Jobs for graduates include data analyst, business intelligence analyst, business analyst, consultant, systems analyst, database administrator, project manager or other business analytics and technology management roles.

The USF Muma College of Business has a **strong advising group** that helps students with course selection and career planning.

POWERED BY **ANALYTICS**, DRIVEN BY **CREATIVITY**



<http://www.usf.edu/business/departments/isds/programs>

COURSES, CONCENTRATIONS & DEGREE OPTIONS

The business analytics and information systems degree requires 24 credit hours of program specific course work. Students may choose to concentrate in cybersecurity or health care business with

CORE

- ISM 3232** Business Application Development
- ISM 3113** Systems Analysis and Design
- ISM 4212** Database Design and Administration
- ISM 4402** Business Intelligence OR **ISM 4220** Business Data Communications
- ISM 4300** Managing Information Resources

ELECTIVES

- ISM 4041** Global Cyber Ethics
- ISM 4141** Java Programming
- ISM 4153** Enterprise Resource Planning Systems
- ISM 4220** Business Data Communications
- ISM 4234** Object-Oriented Design and Development
- ISM 4252** Mainframe Technologies
- ISM 4314** Project Management
- ISM 4323** Information Security and IT Risk Management
- ISM 4381** Information Systems for Healthcare Analytics
- ISM 4382** Global Information Systems
- ISM 4402** Business Intelligence
- ISM 4432** Software Testing
- ISM 4480** Electronic Commerce Systems
- ISM 4542** Statistical Programming for Business Analytics
- ISM 4543** Applied Data Science
- ISM 4547** Excel with SQL for Business Analytics
- ISM 4571** Cybersecurity Cases
- ISM 4940** BAIS Internship
- MAN 4505** Healthcare Operations Management

CONCENTRATIONS

HEALTH CARE BUSINESS

The health care business concentration in business analytics and information systems focuses on the growing need to prepare students for successful careers in the business of health care. Courses include **Database Design and Administration** and **Information Systems for Health Care Analytics**.

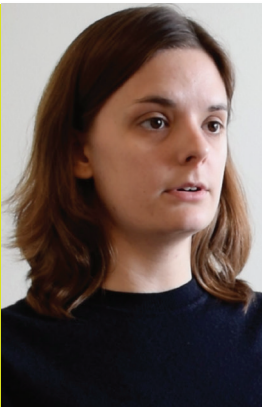
CYBERSECURITY

The cybersecurity concentration in business analytics and information systems prepares students for successful careers in information security. Graduates help organizations develop cybersecurity policies. Courses include **Global Cyber Ethics** and **Information Security and IT Risk Management**.

DUAL DEGREE

BIOMEDICAL SCIENCES

The **dual-degree program** in biomedical sciences and business analytics and Information Systems allows students to complete the two degrees in four years. The program is designed for students interested in taking the MCAT, while also obtaining a business degree.



“ The BAIS degree offers a wide array of electives. USF really listens to local business leaders when deciding the curriculum. We have classes in Python, SAS, and even Cobol because business leaders said those were the skills they were looking for. ”

Caitlin Whitlock, Class of 2016
Junior Data Scientist, Tech Data

EIGHT-SEMESTER PLAN

Semester 1	Credit Hours
ENC 1101 Composition I	3
MAC 2241 or MAC 2281 or MAC 2311 or MAC 2233	3
CGS 2100 Computers In Business	3
SPC 2608 Public Speaking	3
SLS 2901 or General Elective	3
Total Credit Hours	15

Semester 2	Credit Hours
ECO 2013 Economic Principles (Macroeconomics)	3
ENC 1102 Composition II	3
CAFA FKL/Gen Ed Fine Arts	3
SGEN General Education Core Natural Sciences	3
SGEH General Education Core Humanities	3
Total Credit Hours	15

Summer	Credit Hours
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Open for a study abroad program and/or internship.

Semester 3	Credit Hours
ACG 2021 Principles of Financial Accounting	3
ECO 2023 Economic Principles (Microeconomics)	3
CACG FKL/Gen Ed Human and Cultural Diversity in a Global Context	3
CANL or CANP (Take a CANP or CANL course, depending on what course was taken for the Natural Science core.)	3
GEB 3033 Business Workplace Skills and Best Practices	3
Total Credit Hours	15

Semester 4	Credit Hours
QMB 2100 Business and Economic Statistics I	3
ISM 3011 Information Systems in Organizations	3
ACG 2071 Principles of Managerial Accounting	3
CASB FKL/Gen Ed Social and Behavioral Sciences	3
Non-Business Elective	3
Total Credit Hours	15

Summer	Credit Hours
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QMB 3200 Business and Economic Statistics II	3
6ACT FKL/Gen Ed Gordon Rule Communication	3
Total Credit Hours	6

Semester 5	Credit Hours
ISM 3232 Business Application Development	3
ISM 3113 Systems Analysis and Design	3
MAR 3023 Basic Marketing	3
ENC 3310 or ENC 3250	3
MAN 3025 Principles of Management	3
Total Credit Hours	15

Semester 6	Credit Hours
ISM 4220 Business Data Communications	3
FIN 3403 Principles of Finance	3
Non-Business Elective	3
MAN 4504 Operations Management: A Systems Approach	3
Total Credit Hours	12

Summer	Credit Hours
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Upper Level ISM Elective and COB International Course	3
Total Credit Hours	3

Semester 7	Credit Hours
ISM 4212 Database Design and Administration	3
BUL 3320 Law And Business I	3
Non-Business Elective	3
Upper Level ISM Elective	3
Total Credit Hours	12

Semester 8	Credit Hours
ISM 4300 Managing Information Resources	3
GEB 4890 Strategic Management and Decision Making	3
Upper Level ISM Elective	3
Non-Business Elective	3
Total Credit Hours	12

YEAR 1

YEAR 2

YEAR 3

YEAR 4

ADMISSION REQUIREMENTS

FRESHMEN

Most students join the USF Muma College of Business as juniors, but the Bulls Business Network provides an opportunity for top students to join early. Students choose any major offered by the college and are admitted to the BBN based on the following requirements:

SAT: 1140 Composite, 550 Math
ACT: 25 Composite, 25 Math
Weighted high school GPA: 3.5

The Bull Business Network is an organization for high-achieving first-year students, that provides an avenue for aspiring business students to enjoy early admission to the business school and take advantage of special registration and advising opportunities.

JUNIOR/TRANSFER STUDENTS

The Bachelor of Science in Business Analytics and Information Systems is an upper-level degree where enrolled students are typically admitted to the Muma College of Business as juniors. The general requirements for admission into the Muma College of Business include:

Minimum of **60 credit hours** of college credit earned.
Minimum of **2.5 cumulative grade point average** on all college-level work and a minimum of 2.0 on all courses attempted at USF, including any prior to renewal.
Completion of the following state-mandated common prerequisites (or equivalents) with a **grade of C- or higher** in each course and an **overall 2.0 GPA**:

- ACGX021/ACG X022 Financial Accounting (or ACG X001 & ACG X011)
- ACGX071 Managerial Accounting (or X301)
- CGSX100 Computers in Business (or acceptable substitute such as CGS X100C, CGS X530, CGS X570, CGS X531, CGSX0000, MAN X812)
- ECOX013 Principles of Macroeconomics
- ECOX023 Principles of Microeconomics
- MACX233 Elementary Calculus (or acceptable substitute such as MAC 2230)
- STAX023 Introductory Statistics or QMB X100 (or STAX122 although STA X023 and QMB X100 are preferred)

HOW TO APPLY

Review all admission requirements.
Submit online application by the application deadline.

- **November 1** – Preferred admissions deadline
- **January 15** – Application completion deadline for students to qualify for admissions scholarships
- **March 1** – Deadline to be considered for financial aid
- **April 15** – Final application deadline

International students may have different deadlines.

FINANCIAL ASSISTANCE

USF and the Muma College of Business offer a number of scholarships, tutoring opportunities, and Student Excellence Grants. Please visit the USF Financial Aid website at www.usf.edu/financialaid for other sources of financial assistance.

CONTACT US

Muma College of Business

Undergraduate Office

4202 E Fowler Ave.

Tampa, FL 33620-5500

(813) 974-4290

<http://www.usf.edu/business/undergraduate/advising/>

Apply at: usf.edu/admissions

