



College of Business  
 Office of Student Engagement  
 Undergraduate Business Advising Center  
 Tahoe Hall 1030 – (916) 278-2499 (BIZZ) – [cba-ugrad@csus.edu](mailto:cba-ugrad@csus.edu)  
 Upper Division Major Worksheet (see reverse for lower division requirements)

## BUSINESS ANALYTICS

### Upper Division Major Core Requirements (24 units)

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
<i>The following courses are open to expressed interest in business students who have completed the lower division requirements:</i>				
DS 101 – Data Analysis for Managers				(MATH 24 and STAT 1)
HROB 101 – Mgmt of Contemporary Org				(junior standing)
MGMT 102 – Business Communication				(junior standing)
<i>Students must be approved into the upper division business major in order to enroll in the following courses:</i>				
FIN 101 – Business Finance				
MKTG 101 – Principles of Marketing				
OPM 101- Operations Management				(DS 101; concurrent enrollment ok)
MIS 101 – Computer Info Systems for Management				
GM 105 – Strategic Management				(DS 101, HROB 101, MGMT 102, FIN 101, MKTG 101, OPM 101)

### Concentration Requirements (21 units)

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
<b>Required Courses (9 units)</b>				
DS 110 – Data Mining for Business Analytics				(DS 101 or STAT 103 or ENGR 115)
DS 115 – Management Science Techniques				(DS 110)
MIS 183 – Business Intelligence Applications				
<b>Elective Courses (12 units) - Select <b>FOUR</b> electives from the following:</b>				
FIN 136 – Modern Portfolio Management				(FIN 101)
MIS 15 – Introduction to Business Programming				
MIS 150 – Database Systems for Business				
MIS 163 – Business Process Engineering and ERP Configuration				
MKTG 115 – Marketing Analytics				(MKTG 101, and DS 101 or MKTG 121)
MKTG 121 – Marketing Research and Information				(MKTG 101; co-requisite DS 101)
MKTG 130 – Digital Marketing				(MKTG 101)
MKTG 188 – Supply Chain Modeling and Analysis				(OPM 101)



College of Business  
 Office of Student Engagement  
 Undergraduate Business Advising Center  
 Tahoe Hall 1030 – (916) 278-2499 (BIZZ) – [cba-ugrad@csus.edu](mailto:cba-ugrad@csus.edu)  
 Business Administration Major Worksheet  
 Effective Fall 2021

**Lower Division Requirements (23 units)**

All lower division requirements must be **completed** at the time of application to the upper division major.

Course	Grade	Institution/Semester Taken	Equivalent Course	Prerequisites/Notes
MIS 10 – Business Applications (Spreadsheets)				
ACCY 1 – Accounting Fundamentals				
ACCY 2 – Managerial Accounting				(ACCY 1)
ECON 1A – Introduction to Macroeconomics				
ECON 1B – Introduction to Microeconomics				
MATH 24 – Modern Business Mathematics				(ALEKS PPL) Calculus course ok as substitution
MGMT 10 – Introduction to Business Law				
STAT 1 – Introduction to Statistics				(ALEKS PPL)

- The Business Administration major is **impacted**.
- Applicants will be **ranked based on overall GPA and lower division major GPA**.
- Minimum GPA to **apply** is 2.4, however, this does not guarantee admission to the program. Actual GPA cut-offs have been higher.
- GPA cutoffs for the past few semesters have been in the 2.90/3.00 range.
- All lower division requirements must be completed at the time of application.
- The number of students admitted to the major each semester will **vary** depending on faculty resources.

**Where to apply:**

The application can be found on your online Student Center- bottom right corner under “Forms”.

**When to apply online:**

**Spring Semester**

If finishing computer literacy/lower division courses by the end of the previous Summer, the application will be available September 1.

Supplemental online business application due:

**October 15**

**Fall Semester**

If finishing computer literacy/lower division courses by the end of the previous Fall, the application will be available February 1.

Supplemental online business application due:

**March 15**