



The University of Akron
College of Business Administration

DEPARTMENT OF ECONOMICS

Announcing

Bachelor of Business Administration - Business Data Analytics

The new B.B.A. in Business Data Analytics is designed to meet the growing demand for professionals who can gather, sort and interpret large amounts of data to help businesses solve problems and operate more effectively.

This STEM-designated program combines coursework in business, economics and data analytics to provide students the knowledge, skills and hands-on experience needed to develop data-driven solutions in finance, insurance and other industries.

Market Demand for Economics Data Analysts

- Economics is ranked among the **"Best College Majors for a Lucrative Career"** according to Kiplinger.com.
- Economics is ranked No. 5 on the list of **"Top 10 College Majors"** according to Princetonreview.com.
- Business analytics is listed as the highest-paying business major (\$129,800) on a recent list of **"The College Majors with the Highest Salaries – and the Best Prospects"** on Forbes.com
- Business Analysis is ranked as the No. 9 major on the list of **"Highest Paying Jobs with a Bachelor's Degree"** on Payscale.com, and Economics and Mathematics is ranked No. 10.
- Employer demand for market research analysts is predicted to grow **23% over** the 2016-26 period (much faster than average) according to the Bureau of Labor Statistics.
- Business analytics was the **most sought-after major area by employers** at the UA Spring 2019 Internship & Career Fair.

Curriculum Highlights

Economics Coursework (30 credits)

- Principles of Microeconomics and Macroeconomics
- Intermediate Microeconomics and Macroeconomics
- Data Analysis for Business Decision Making (Applied Econometrics I and II)
- Economic Forecasting
- Economics electives (three courses)

Interdisciplinary Data Analytics Courses (12 credits)

- Database Management for Information Systems
- Upper-level analytics coursework in management, finance and marketing

College of Business Core Courses (33 credits)

- Strong foundation in business courses, including finance, marketing, management and accounting.

Career opportunities include:

- Business Analyst
- Data Analyst
- Operations Analyst
- Financial/Securities/Investment Analyst
- Pricing Analyst
- Market Analyst
- International Business
- Business Forecaster

For more information, contact
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BBA – Business Data Analytics: Typical Sequencing of Program Coursework

Time period and courses/activities	Time period and courses/activities
YEAR 1 - FALL SEMESTER	YEAR 1 - SPRING SEMESTER
English 111: English Composition I	English 112: English Composition II
Math 145 or 149: Algebra for Calculus or Precalculus	Math 210 or 221: Calculus
Accounting 250: Spreadsheet Modeling & Decision Analysis	Economics 200: Principles of Microeconomics
Communication 105 or 106: Public Speaking or Effective Oral Communication	Humanities course (general education)
Social Science course (general education)	Natural Science: lab (general education)
YEAR 2 - FALL SEMESTER	YEAR 2 - SPRING SEMESTER
Economics 201: Principles of Macroeconomics	Accounting 202: Accounting Principles II
Accounting 201: Accounting Principles I	Finance 301: Principles of Finance
Marketing 205: Marketing Principles	Economics 325: Applied Econometrics I
Management 304: Business Statistics	Economics 400: Intermediate Macroeconomics
Natural Science: no lab (general education)	Management 301: Management Principles
YEAR 3 - FALL SEMESTER	YEAR 3 - SPRING SEMESTER
Economics 410: Intermediate Microeconomics	Economics 427: Economic Forecasting
Economics 326: Applied Econometrics II	Economics elective (general education TAG course)
Management 324: Database Management for Information Systems	Data Analytics (cognate course outside economics)
Management 330: Principles of Supply Chain & Operations Management	Arts or Humanities course (general education)
Arts course (general education)	Open elective
YEAR 4 - FALL SEMESTER	YEAR 4 - SPRING SEMESTER
Finance 220: Legal and Social Environment of Business	Management 490: Strategic Management
Economics elective (general education TAG course)	Economics elective
Data Analytics (cognate course outside economics)	Data Analytics (cognate course outside economics)
6800:305 International Business	General Education Tag course
Open elective	Open elective