

Bachelor of Business Administration in Business and Data Analytics

The Bachelor of Business Administration (BBA) in Business and Data Analytics is a STEM-designated program that provides students with the knowledge and skills for careers in the fields of data science, business analytics, and data analytics. The program equips students with the technical and analytical skills necessary to make informed decisions in a variety of industries.

The BBA in Business and Data Analytics is accredited by the Association to Advance Collegiate Schools of Business (AACSB International).

Admission Requirements

- Complete the Admission Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/academicpoliciesprocesses/admissions/undergraduate/>).

Graduation Requirements

- Complete the General University Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/>).
- Complete the General Education Requirements for Baccalaureate Degrees (<http://catalog.uaa.alaska.edu/undergraduateprograms/baccalaureaterequirements/gers/>).
 - For 3 credits of Tier 1 Quantitative Skills, choose MATH A121 or MATH A151.
 - For 3 credits of Tier 1 Written Communication Skills, choose WRTG A212.
 - For 3 credits of Tier 1 Oral Communication Skills, choose COMM A111 or COMM A241.
 - For 6 credits of Tier 2 Social Sciences, choose ECON A101 and ECON A102.
- Complete the CBPP Bachelor of Business Administration Requirements (<http://catalog.uaa.alaska.edu/undergraduateprograms/cbpp/>).
- Complete the following major requirements with a minimum grade of C:

Code	Title	Credits
BADA A210	Introduction to Programming for Business Analytics	3
BADA A310	Systems Analysis and Design	3
BADA A330	Database Systems	3
BADA A370	Data Mining and Machine Learning	3

BADA A412	Ethics and Privacy Issues in AI, Big Data and Business Analytics	3
BADA A487	Business Analytics Senior Project ¹	3
Complete 15 credits of the following upper-division program electives: ²		15
BA A375	Statistics for Business and Economics	
BA A608	Artificial Intelligence with Business Applications	
BADA A390	Selected Topics in Management Information Systems	
BADA A490	Advanced Topics in Management Information Systems	
BADA A495	Systems Analyst/User Support Internship	
BADA A498	Individual Research Project	
ECON A312	Econometrics for Business and Economics	
ECON A329	Economic and Business Forecasting	
Advisor approved elective		
Total		33

¹ BADA A487 and 9 credits of major requirements must be completed at the University of Alaska Anchorage.

² Other upper-division electives may be approved by the department.

A minimum of 120 credits is required for the degree, of which 39 credits must be upper-division.

Honors in Business and Data Analytics

The Bachelor of Business Administration in Business and Data Analytics recognizes distinguished achievement by conferring programmatic honors in business and data analytics. In order to receive honors in business and data analytics, a student must meet the following requirements:

- Declare BBA in Business and Data Analytics as their major;
- Meet the requirements for the BBA in Business and Data Analytics;
- Earn a minimum cumulative UAA GPA of 3.50;
- Meet the requirements for graduation with honors as published in the UAA catalog.

Program Student Learning Outcomes

Students graduating with a Bachelor of Business Administration in Business and Data Analytics will be able to have:

- A baccalaureate content knowledge of their major discipline;
- Knowledge of business environments;
- Analytical skills;
- Professional communication skills.