

BUSINESS ANALYTICS, BS

The Business Analytics joint concentration between the OID and STAT departments is designed to build deep competency in the skills needed to implement and oversee data-driven business decisions, including (i) collecting, managing, and describing datasets, (ii) forming inferences and predictions from data, and (iii) making optimal and robust decisions. Business analytics makes extensive use of statistical analysis, and the applications of business analytics span all functional areas.

Students choosing the Business Analytics concentration are ideally suited for the growing set of careers broadly defined under the header of "data science" with responsibilities for managing and analyzing data. In addition, the concentration provides an excellent complement to students who choose to focus on one of the functional areas of business (e.g., accounting, finance, marketing, operations).

For more information: <https://oid.wharton.upenn.edu/programs/undergraduate/business-analytics-joint-concentration/>

Business Analytics Concentration

Code	Title	Course Units
Select one BUAN Course-Advanced Data Analysis		1
Select one BUAN Course-Data Collection		1
Select one BUAN Course-Optimization		1
Select one BUAN Course-Elective		1
Other Wharton Requirements		33
Total Course Units		37

Other Wharton Requirements

Code	Title	Course Units
First-Year Foundations		
ECON 010	Introduction to Economics for Business ¹	1
MATH 104	Calculus, Part I	1
	or MATH 110 Calculus for Wharton Students	
<i>Writing</i>		
	Critical Writing Seminar	1
Business		
	<i>Business Breadth (non-concentration courses)</i>	3
<i>Leadership Journey</i>		
WH 101	Business and You	0.5
WH 201	Management Communication: Persuasive Speaking and Writing for Business	0.5
WH 301	Teamwork and Interpersonal Influence	0.5
	Capstone Course/Project	0.5
<i>Fundamentals</i>		
ACCT 101	Accounting and Financial Reporting	1
ACCT 102	Strategic Cost Analysis	1
BEPP 250	Managerial Economics	1
FNCE 100	Corporate Finance	1
FNCE 101	Monetary Economics and the Global Economy	1
LGST 100	Ethics and Social Responsibility	1

	or LGST 101 Law and Social Values	
MGMT 101	Introduction To Management	1
MKTG 101	Introduction to Marketing	1
OIDD 101	An Introduction to Operations, Information and Decisions	1
STAT 101	Introductory Business Statistics	1
STAT 102	Introductory Business Statistics	1
<i>Global Economy, Business & Society</i>		
	One course unit required	1
<i>Technology, Innovation & Analytics</i>		
	One course unit required	1
Liberal Arts & Sciences		
Second semester-level foreign language		
<i>General Education Distribution</i>		
	Select 6 courses with at least 1 course unit in each of the following categories:	6
	Humanities	
	Natural Science, Math & Engineering	
	Social Science	
<i>Cross-Cultural Perspectives</i>		
	Select 3 courses ²	3
Unrestricted Electives		
	Select five courses	5
Total Course Units		33

¹ For students who take ECON 001 Introduction to Micro Economics and ECON 002 Introductory Economics: Macro in place of ECON 010 Introduction to Economics for Business of these courses can be slotted for ECON 010 on the worksheet. The second course may be used to fulfill a General Education Distribution or Unrestricted Elective requirement.

² Two can double-count as General Education Distribution courses.

The degree and major requirements displayed are intended as a guide for students entering in the Fall of 2018 and later. Students should consult with their academic program regarding final certifications and requirements for graduation.