

Information Technology and Analytics

Bachelor of Science in Business Administration (BSBA)

This degree map is based on the 2023-24 Academic Catalog and is subject to change. Students should meet with their academic advisor each semester and use Degree Works to monitor their individual progress toward degree completion. The time it takes to earn a degree will vary based on several factors including summer/winter enrollment, dual enrollment, and the number of courses successfully completed each semester. We recommend taking a minimum of 15 credits each fall and spring semester.

Sample 4-Year Plan:

First Year			
Fall Courses	Credits	Spring Courses	Credits
FYS 100 First Year Seminar	3	MATH 140 or MATH 150 or MATH 160	3
BSED 101 Introduction to Business	3	COMM 101 Public Speaking	3
ECON 122 Principles of Microeconomics	3	ECON 121 Principles of Macroeconomics	3
ITAN 175 Spreadsheet Analysis	3	ACCT 220 Financial Accounting	3
WRIT 103 Foundations in Writing	3	General Education Course	3
Semester Total	15	Semester Total	15
Second Year			
Fall Courses	Credits	Spring Courses	Credits
ACCT 223 Managerial Accounting	3	ITAN 302 Business Application Development	3
ITAN 301 Information Technology and Analytics	3	ITAN 325 Analytics	3
ITAN 310 Data Management Essentials	3	MGMT 280 Principles of Management	3
ECON 256 Business and Economics Statistics	3	LAWL 231 Law & Legal Environ	3
General Education Course	3	General Education Course	3
Semester Total	15	Semester Total	15
Third Year			
Fall Courses	Credits	Spring Courses	Credits
MKTG 210 Marketing Principles and Practices	3	ITAN 372 Inter-organizational Enterprise Systems	3
ITAN 415 Data-Driven Web Analytics	3	Business Elective	3
ITAN 322 Project Management	3	Elective	3
Business Elective	3	Elective	3
General Education Course	3	General Education Course	3
Semester Total	15	Semester Total	15
Fourth Year			
Fall Courses	Credits	Spring Courses	Credits
ITAN 418 Enterprise Security	3	ITAN 435 Advanced Analytics	3
FIN 313 Intro to Finance	3	General Education Course	3
General Education Course	3	Business Elective	3
Business Elective	3	Elective	3
Elective	3	Elective	3
Semester Total	15	Semester Total	15

Winter/Summer College - Optional

While not required, Winter and Summer sessions are offered each year and may help you stay on track or get ahead. You may take up to seven (7) credits during Winter College and up to 14 credits during Summer College.

Curriculum Checklist

Business Core Courses (21 Credits)

- ___ BSED 101 Introduction to Business (3)
- ___ ACCT 220 Financial Accounting (3)
- ___ ACCT 223 Managerial Accounting (3)
- ___ MGMT 280 Principles of Management (3)
- ___ MKTG 210 Marketing Principles (3)
- ___ FIN 313 Introduction to Finance (3)
- ___ ECON 256 Business and Economics Statistics (3)

ITAN Core Courses (27 Credits)

- ___ ITAN 301 IT and Analytics (3)
- ___ ITAN 302 Business Application Development (3)
- ___ ITAN 310 Data Management Essentials (3)
- ___ ITAN 325 Analytics (3)
- ___ ITAN 322 Project Management (3)
- ___ ITAN 372 Inter-Organizational Enterprise Systems (3)
- ___ ITAN 415 Data-driven Web Analytics (3)
- ___ ITAN 418 Enterprise Security (3)
- ___ ITAN 435 Advanced Analytics (3)

Business Elective Courses (12 Credits)

Any 300-400 numbered ZCOB Course

A ZCOB elective course that is not a required course and begin with the following prefix:

ACCT, ECON, FIN, INDT, ITAN, LAWL, MGMT, OR MKTG.

- ___ (3)
- ___ (3)
- ___ (3)
- ___ (3)

Free Elective Courses (15 Credits)

Any course

- ___ (3)
- ___ (3)
- ___ (3)
- ___ (3)
- ___ (3)

General Education Requirements

(45 credits)

Note: Some requirements may be fulfilled by coursework in your major program including directed Gen Ed courses noted below

- Foundations (15 credits)
 - FYS 100 First Year Seminar (3)
 - WRIT 103 Composition (3)
 - COMM 101 Public Speaking (3)
 - MATH 140, 150, or 160 (3)
 - History (3)
- Interconnections (9 credits)
 - Diversity (3 credits)
 - Diversity, Global Perspective or Foreign Language (3 credits)
 - ECON 121 Principle of Macroeconomics (3)
- Citizenship & Responsibility (6 credits from at least two goals)
 - ECON 122 Principles of Microeconomics (3)
 - LAWL 231 Law and Legal (3)
- Natural World & Technologies (9 credits)
 - ITAN 175 Spreadsheet Analytics (3)
 - Natural World (3)
 - Natural World (3)
- Creativity & Expression (6 credits)
 - Literature (3)
 - Arts or Creativity (3)

Degree Requirements

All students must obtain a minimum of 120 credits, complete all General Education requirements, and all requirements for the selected major. Meet with your advisor and consult Degree Works to monitor your progress and for all graduation requirements.

A minimum GPA of 2.0 in the major and overall are required.

Campus Locations

- Bloomsburg** Online; In-person; Blended
- Lock Haven** Online; In-person; Blended
- Mansfield** Online; In-person; Blended
- Clearfield** Online; In-person; Blended