

Bachelor of Science in Business

Administration

Business Analytics with a Major in Business Analytics in Accounting (BSBA)

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Business Analytics enables students to properly develop decision models and use computers to manipulate and analyze data in order to enhance decision making in a business environment. Students with a major in Business Analytics and Intelligence are typically employed in Business Analytics Departments. Students with Business Analytics majors in business functional areas are often employed in their functional area as analysts. A student who seeks a Bachelor of Science in Business Administration degree with a major in Business Analytics from Old Dominion University must, in addition to meeting other requirements of the University, earn a minimum of 25 percent of the total number of credits required for the degree (for example, 30 credits in a 120-credit degree program) through on- or off-campus instruction. This must include a minimum of 12 credit hours of upper-level courses specifically required for the major as shown on the course lists below.

Requirements

Lower-Division General Education

Written Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#written)	6
Oral Communication (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#oral)	3
Mathematics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#math)	3
Language and Culture (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#language)	0-6
Information Literacy and Research (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#information)	3
Human Behavior (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#behavior)	3
Human Creativity (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#creativity)	3
Interpreting the Past (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#interpret)	3
Literature (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#literature)	3
Philosophy and Ethics (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#philosophy)	3
The Nature of Science (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#nature)	8
Impact of Technology (http://catalog.odu.edu/undergraduate/requirements-undergraduate-degrees/#impact)	3

Oral Communication: COMM 101R or MKTG 200R required. Additionally, all students majoring in business administration can expect to complete several courses in which individual and/or group oral presentations will be required.

Mathematics: MATH 162M and MATH 200 required.

Information Literacy and Research: IT 150G (recommended) or any "G" course from the approved general education information literacy and research course list.

Human Behavior: Met in the Business Administration core for all majors except Economics.

Philosophy and Ethics must be satisfied by completion of either PHIL 230E or an upper-level "E" course from the approved general education ethics course list. A philosophy course designated with a P will not meet this requirement for business administration students with the exception of a "P" course taken prior to fall 2010.

Impact of Technology requirement is satisfied within each BSBA degree major except Information Systems and Technology by IT 360T. In the Information Systems and Technology majors, the Impact of Technology requirement is satisfied by the coursework required for the major.

Transfer students with an applicable associate's degree from a Virginia Community College or another community college that has a seamless transfer agreement with ODU, and students with a prior bachelor's degree from another university, must nevertheless have a grade of C or better in the following to be able to transfer them:

COMM 101R or MKTG 200R	Public Speaking Professional Interactions and Negotiations	3
PHIL 230E	Introduction to Ethics (Or an upper-level ethics course)	3
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research Writing, Rhetoric, and Research: Special Topics	3
MATH 162M	Precalculus I	3
MATH 200	Calculus for Business and Economics	3

Upper-Division General Education

- Option A. Any University-approved minor, second degree, or second major.
- Option B. An interdisciplinary minor consisting of 12 credits, three of which can be in the major. Interdisciplinary minors are described in the University Catalog section labeled Requirements for Undergraduate Degrees, Upper-Division Requirements.
- Option C. An approved certification program, such as teaching licensure.
- Option D. Two Upper-Division Courses from outside the Strome College of Business and not required by the major (6 credits).

Requirements for Graduation

Requirements for graduation include the following:

- Minimum of 120 credit hours.
- Minimum of 30 credit hours overall and 12 credit hours of upper-level courses in the major program from Old Dominion University.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward the major.
- Minimum overall cumulative grade point average of C (2.00) in all courses taken toward a minor.
- Completion of ENGL 110C, ENGL 211C or ENGL 231C, and the writing intensive (W) course in the major with a grade of C or better. The W course must be taken at Old Dominion University.
- Completion of Senior Assessment.

Business Administration Core

ACCT 201	Principles of Financial Accounting *	3
ACCT 202	Principles of Managerial Accounting *	3
BNAL 206	Business Analytics I *	3
BNAL 306	Business Analytics II	3
ECON 201S	Principles of Macroeconomics *	3

ECON 202S	Principles of Microeconomics *	3
ECON 301	Managerial Economics	3
FIN 323	Introductory Financial Management	3
FIN 331	Legal Environment of Business	3
IT 360T	Principles of Information Technology **	3
MGMT 325	Contemporary Organizations and Management	3
MGMT 485W	Business Policy and Strategy (C or better) ***	3
MKTG 311	Marketing Principles and Problems	3
OPMT 303	Operations Management	3
Total Credit Hours		42

- * Not automatically waived for transfer students with an applicable associate's degree from a Virginia Community College or another acceptable community college, or for students with a prior bachelor's degree from another university. A grade of C or better must be earned to transfer these courses to Old Dominion University.
- ** Students completing a major or minor in Information Systems and Technology do not take this course.
- *** Students majoring in Economics must complete MGMT 485W, but meet the writing intensive requirement by earning a grade of C or better either in MGMT 485W or in one of the ECON Writing Intensive courses.

Business Analytics Core

Required Courses

BNAL 407	Prescriptive Analytics of Management Science	3
BNAL 415	Advanced Business Analytics/Big Data Applications	3
BNAL 476	Simulation Modeling and Analysis for Business Systems	3

Major Electives

Category I-Select two of the following:		6
BNAL 403	Data Visualization and Exploration	
BNAL 405	Spreadsheet-Based Data Analysis for Decision Making	
BNAL 432	Predictive Analytics for Business	
BNAL 495	Topics in Business Analytics	
ACCT 311	Managerial Accounting	
Category II-Select one of the following (may not use the same course from both lists):		3
BNAL 368	Internship	
BNAL 403	Data Visualization and Exploration	
BNAL 405	Spreadsheet-Based Data Analysis for Decision Making	
BNAL 432	Predictive Analytics for Business	
BNAL 495	Topics in Business Analytics	
ECON 400	Research Methods in Economics	
ECON 425	Introduction to Mathematical Economics	
FIN 431	Investments	
INBU 450	Global Business	
IT 363	Systems Analysis and Design	
MGMT 430	Compensation Management	
MKTG 475	Marketing Analytics	
MSCM 430	Strategic Sourcing and Purchasing Management	
MSCM 441	Supply Chain Management and Logistics	
RMI 413	Risk Analysis and Control	
Electives		

200-400 Level Business Elective *	3
300-400 Level Business Elective *	3
Total Credit Hours	24

* Can be any 200-400 or 300-400 level course offered by the Strome College of Business except ECON 200S, providing that the student has the appropriate prerequisites.

Courses included in the calculation of the 2.00 grade point average for the major are: BNAL 407, BNAL 415, BNAL 476, and all courses taken from the major and elective listings.

Business Analytics in Accounting Major

General Education

Complete lower-division requirements	35-41	
Complete upper-division requirements (minimum of 6 credit hours)	6	
BUSN 110	Introduction to Contemporary Business *	1
MATH 200	Calculus for Business and Economics	3

Business Administration Core

Complete business administration core requirements	42
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Business Analytics Core

Complete business analytics core requirements	24
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Business Analytics in Accounting

Two approved 300-400 level ACCT courses	6
Approved International Business Requirement:	
Select one of the following:	3

ACCT 450	International and Advanced Accounting
ECON 450	International Economics
FIN 435	International Financial Management
IT 425	Information Systems for International Business
MGMT 361	International Business Operations
MGMT 462	Comparative International Management
MGMT 463	Management Seminar Abroad
MKTG 411	Multi-National Marketing
MSCM 370	International Shipping

Total Credit Hours	120-126
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* Not required for students pursuing the IT major or for any student with an associate's degree in business administration or with a prior bachelor's degree in business administration.

Additional Requirements and Information

Advanced Placement

The college accepts advanced placement credit in accordance with the rules and regulations outlined in the Academic Information section of this catalog. Students may take College-Level Examination Program (CLEP) tests to receive credit for:

ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
ECON 201S	Principles of Macroeconomics	3
ECON 202S	Principles of Microeconomics	3
FIN 331	Legal Environment of Business	3
MGMT 325	Contemporary Organizations and Management	3
MKTG 311	Marketing Principles and Problems	3

Students are advised to contact the Office of Prior Learning Assessment for more information regarding CLEP and other prior learning assessment credit options. For advanced placement credit in any other business or

public administration course, students are advised to contact the chair of the department offering the course. Additional information about credit awarded for qualifying scores on AP and IB subject examinations can be found on the Office of Undergraduate Admissions website at (<https://ww1.odu.edu/academics/academic-records/score-analysis/ap-ib>) (<https://ww1.odu.edu/academics/academic-records/score-analysis/ap-ib/>).

Practical Work Experience for Business Administration Majors

Students may complement their major studies with a practical work experience, which may take the form of an internship, cooperative education experience or a class containing a real-world, hands-on project. Students must apply for internship or co-op participation through the Strome College of Business Career Development Services Satellite Office. All work experiences must be approved by the faculty sponsor in the appropriate department prior to registering for credit. Students may not earn credit for previous or current work experiences. (However, academic credit for work experience may be approved in accordance with the policies for granting prior learning credit as defined in the section on Prior Learning Assessment Credit Options at the Undergraduate Level in this catalog.) For details see the Career Development Services section of this catalog.

Use of Internship and Similar Hours Toward Business Administration Majors

A student may apply no more than six hours of cooperative education, student internship or practicum courses to satisfy degree requirements. Students may not use more than three hours of cooperative education, student internship or practicum courses to satisfy major elective requirements in each of the students' majors. These courses are numbered 367, 368 or 369. Additional hours of cooperative education, student internship or practicum courses, however, can be used to satisfy other requirements such as free electives or general business electives. Additional internships must each involve substantially different kinds of work experiences. Internships must be approved by the Chief Departmental Advisor of the student's major and the CAP Coordinator of the internship.

Transfer of the Associate of Science in Business Administration Towards Degree Requirements

Students transferring to the college must complete a minimum of 10 business courses offered by the college to earn the degree from Old Dominion University, in accordance with AACSB regulations. Those transfer students holding the Associate of Science in Business Administration degree from a Virginia Community College must earn the grade of "C" or better in the following courses in order to satisfy requirements found in the first two years of the BSBA degree:

COMM 101R	Public Speaking	3
ENGL 211C	Writing, Rhetoric, and Research	3
or ENGL 231C	Writing, Rhetoric, and Research: Special Topics	
MATH 162M	Precalculus I	3
MATH 200	Calculus for Business and Economics	3
ACCT 201	Principles of Financial Accounting	3
ACCT 202	Principles of Managerial Accounting	3
ECON 201S	Principles of Macroeconomics	3
ECON 202S	Principles of Microeconomics	3
BNAL 206	Business Analytics I	3
Select one of the following:		3
PHIL 230E	Introduction to Ethics	
Upper-level ethics course		

With the exception of the courses listed above, the University's lower-division General Education requirements are deemed satisfied by the accepted AS degrees. These typically include all AS degrees from the Virginia Community College System except the applied science degrees. For more information about accepted AS degrees contact the Office of Admissions. Associate degree holders, although meeting lower-level General Education requirements, must ensure that 120 credits are completed to earn the BSBA degree. A minimum of 25% of the required credit hours must be

completed through Old Dominion University, at least 12 of which are upper-level courses in the major program.

The Strome College of Business does not accept courses completed at the freshman and sophomore levels at other institutions for required courses at the junior and senior level at Old Dominion University. Please see the section on CLEP credits (Prior Learning Assessment Credit Options at the Undergraduate Level) for additional information.

Grade Average Requirements for Graduation

To graduate with a Bachelor of Science in Business Administration degree, students must present a minimum of 120 hours with a minimum overall grade point average of 2.00 in all courses taken at Old Dominion University. Students must also attain a minimum overall grade point average of 2.00 in courses taken toward the major (courses included in the major grade point average calculation are listed following the description of each major's course work).

Additionally, students must attain a minimum overall grade point average of 2.00 in the BSBA Core listed below. Only courses completed at Old Dominion University will be used to compute the BSBA Core average. Students with an IT major are not required to take IT 360T, so the BSBA Core grade point average is computed using the remaining courses. If the BSBA Core average is below the required 2.00 minimum, students are advised to utilize the Grade Forgiveness Policy or Adjusted Resident Credit option when appropriate to improve the grade point average.

Requirements for Completing a Bachelor of Science in Business Administration

The following sections show the courses that are requirements for all business students, regardless of the chosen major: Lower-Division General Education, BSBA Core Courses, and Upper-Division General Education. Credit hours are listed after the course title. The student must also choose a major and complete the requirements listed for that major on the following pages.

Foundation Courses for Admission to the Strome College of Business

ENGL 110C	English Composition (C or better)	3
MATH 162M	Precalculus I (C or better)	3
ACCT 201	Principles of Financial Accounting (C or better)	3
ECON 202S	Principles of Microeconomics (C or better)	3
BUSN 110	Introduction to Contemporary Business *	1

* Not required for students pursuing the IT major or for students with an associate's degree in business administration or with a prior bachelor's degree in business administration.

See the section on Admission to the Undergraduate Program in Business Administration, General Requirements.

Business Elective

A business elective is a course that is offered by an accredited college of business, including the Strome College of Business at Old Dominion University. Public Affairs and Service (PAS) courses offered by the Strome College of Business are not considered as business courses. However, because some business courses cannot be used to satisfy the requirements of certain majors, students must refer to their specific degree program requirements to make sure that they complete appropriate business elective courses. For example, ECON 200S cannot be used to satisfy an elective requirement for students majoring in business administration. Also, IT 360T cannot be used as an elective by students majoring in Information Systems and Technology. Refer to the course description section of this Catalog for full details of courses and their prerequisites.

Free Elective

In the majority of cases a free elective is any course offered by an accredited community college or university, including Old Dominion University. However, because some courses cannot be used to satisfy the requirements

of certain majors, students must refer to their specific degree program requirements to make sure that they complete appropriate elective courses. For example, ECON 200S cannot be used to satisfy an elective requirement for students majoring in business administration. Also, IT 360T cannot be used as an elective by students majoring in Information Systems and Technology. Refer to the course description section of this Catalog for full details of courses and their prerequisites.

Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Course	Title	Credit Hours
Freshman		
Fall		
ENGL 110C	English Composition (Grade of C or better required)	3
MATH 162M	Precalculus I (C or better required)	3
Language and Culture I (May be waived; see requirement details)		0-3
Nature of Science I		4
BUSN 110	Introduction to Contemporary Business (C or better required)	1
Literature		3
Credit Hours		14-17
Spring		
ENGL 211C or ENGL 231C	Writing, Rhetoric, and Research (Grade of C or better required) or Writing, Rhetoric, and Research: Special Topics	3
MATH 200	Calculus for Business and Economics	3
Language and Culture II (May be waived; see requirement details)		0-3
Nature of Science II		4
Interpreting the Past		3
Credit Hours		13-16
Sophomore		
Fall		
Human Creativity		3
Oral Communication: COMM 101R required		3
ACCT 201	Principles of Financial Accounting (C or better required)	3
ECON 202S	Principles of Microeconomics (C or better required)	3
BNAL 206	Business Analytics I	3
Credit Hours		15
Spring		
Information Literacy and Research		3
ACCT 202	Principles of Managerial Accounting	3
ECON 201S	Principles of Macroeconomics	3
MGMT 325	Contemporary Organizations and Management	3

BNAL 306	Business Analytics II (C or better required)	3
Credit Hours		15
Junior		
Fall		
Select one of the following:		3
PHIL 230E	Introduction to Ethics	
PHIL 303E	Business Ethics	
PHIL 344E	Environmental Ethics	
PHIL 345E	Bioethics	
PHIL 442E	Studies in Applied Ethics	
FIN 323	Introductory Financial Management	3
MKTG 311	Marketing Principles and Problems	3
ECON 301	Managerial Economics	3
Major Elective from Category I		3
Credit Hours		15
Spring		
OPMT 303	Operations Management (C or better required as prerequisite for BNAL 476)	3
FIN 331	Legal Environment of Business	3
BNAL 407	Prescriptive Analytics of Management Science	3
BNAL 415	Advanced Business Analytics/Big Data Applications	3
IT 360T	Principles of Information Technology (Satisfies Impact of Technology)	3
Major Course		3
Credit Hours		18
Senior		
Fall		
MGMT 485W	Business Policy and Strategy (C or better required)	3
Major Elective from Category I		3
Major Course		3
Major Course		3
Upper-Division General Education		3
Credit Hours		15
Spring		
BNAL 476	Simulation Modeling and Analysis for Business Systems	3
Major Elective from Category II		3
200-400 Level Business Elective		3
300-400 Level Business Elective		3
Upper-Division General Education		3
Credit Hours		15
Total Credit Hours		120-126

BSBA to MBA (Master of Business Administration) Linked Program

The linked BSBA is an early entry to the MBA program of study. The early-entry program is designed for well-qualified ODU business administration undergraduate students to begin the MBA program prior to their completion

of the undergraduate degree. Well-qualified undergraduate students may take MBA-level courses as early as the junior year. Undergraduate students enrolled in the program may take up to 21 hours of graduate credit that can be applied toward their undergraduate degrees. Of these 21 hours of graduate credit, up to 12 can be applied toward both the undergraduate and graduate degrees. Students participating in the early-entry program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree). Early-entry program students should carefully consider their undergraduate degree program requirements when planning their course of study. Students in the early-entry program work in close consultation with the MBA Program Office to develop an individualized plan of study based on the required coursework outlined below.

Admission Requirements

A potential candidate will have:

1. Achieved a minimum Graduate Management Admission Test (GMAT) score of 550
2. Completed all lower-level general education requirements
3. Completed at least 24 credit hours at ODU with a cumulative GPA of at least 3.0
4. A minimum index of 1200 (index is computed as 200 times the ODU GPA plus GMAT score)

Students who have done exceptionally well in their undergraduate coursework may qualify for a GMAT waiver. These candidates will have:

1. Completed all lower-level general education requirements
2. Completed at least 24 credit hours at ODU with a cumulative GPA of at least 3.5
3. Achieved junior standing

Admissions Procedure

Students interested in the early-entry program should complete the GMAT at least two semesters prior to the semester in which they wish to enroll. Applications to the MBA program should be submitted online following published deadlines in order to begin coursework in the desired semester. When completing the application for admission, students need to select an official admission date that is the semester immediately following their anticipated undergraduate graduation.

Students interested in the program should contact the MBA Program Office as early as possible to discuss their plans for early entry. Once admitted to the program, the MBA program manager will act as the student's co-advisor, along with the chief departmental advisor or chief discipline advisor in the student's undergraduate major. The MBA Program Office is located in 1026 Constant Hall. The phone number is 757-683-3585 and email is mbainfo@odu.edu.

Requirements for the MBA

The MBA degree requires the completion of 43 credit hours for business administration majors. Students will work closely with their undergraduate advisor to confirm what MBA coursework can be used for the fulfillment of their undergraduate degree requirements.

Students must satisfactorily complete:

Business Foundations - Demonstrated Competence Required *		
MBA 600	Introduction to Statistics	1
MBA 606	Mathematical Foundations for Business	1
MBA 621	Effective Business Writing	1
MBA 638	Spreadsheet Modeling	1
Skills Development		
MBA 607	Ethical Decision Making in Business	1
MBA 646	Emotional Intelligence in the Workplace	1
MBA 648	Building a Professional Brand	1
Core Courses		
ACCT 609	Managerial Accounting	2

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ACCT 611	Financial Accounting	2
BNAL 606	Statistics for Managers	2
ECON 607	Managerial Economics	2
FIN 613	Financial Management	2
IT 614	Information and Knowledge Management	2
MGMT 612	Managing in Contemporary Organizations	2
MKTG 608	Fundamentals of Contemporary Marketing	2
OPMT 615	Operations & Supply Chain Management	2
Capstone		
MGMT 621	Strategic Management	3
Depth Courses		
Choose 3 Courses		6
BNAL 610	Fundamentals of Business Analytics	
ECON 618	Global Macroeconomics	
FIN 616	Investments and Portfolio Management	
INBU 620	International Business Issues	
MKTG 617	Marketing Strategy	
MGMT 605	Leadership Dynamics	
Total Credit Hours		34

* **Business Foundations**
The ODU MBA program is designed with both business and non-business undergraduates in mind. All students are required to meet the program's Business Foundations requirements. This set of four, one credit hour courses is designed to ensure students are prepared for the rigors of the MBA core.

** **Sequence of Course Offerings**
While there are limited prerequisites in the MBA program, students are encouraged to follow one of the plans outlined on the program website for the most effective learning plan that meets an individual's schedule requirements. These plans are designed to both accommodate typical student program time-to-completion needs and ensure a successful path through the coursework to program completion. If one of the plans outlined on the website does not meet a student's professional needs, the student should contact the MBA Program Office for an individualized plan.

MBA Electives and Concentrations

Each student must complete a minimum of nine credit hours of electives to earn a General MBA. The elective requirement may be satisfied by selecting from the wide range of electives offered in each of the functional areas in the Strome College of Business as well as from a variety of MBA topic courses. This provides students with the flexibility to choose electives to achieve their desired educational experience. Elective courses may be used from any graduate program at the University; however, the material must be business related and the courses pre-approved by the program office.

Students may also choose the option to pursue one of the ODU MBA program's high-impact MBA concentrations. These nine credit-hour concentrations allow students to meet all MBA graduation requirements while adding a credential to their MBA degree in a particular area of focus. Students pursuing a concentration will complete a prescribed set of MBA Depth and Elective courses as outlined in the MBA concentrations tables provided in the MBA section of the Graduate Catalog (<http://catalog.odu.edu/graduate/stromecollegeofbusiness/>). Alternatively, students may choose to enhance their learning experience by adding a graduate certificate from those offered at Old Dominion University. Many of the available MBA concentrations listed are comprised of coursework required for an associated graduate certificate. Graduate certificates require a minimum of 12 to a maximum of 24 credit depending upon the certificate and its learning objectives.

Please note that a maximum of 12 credit hours of work at the 500-level can be applied toward the MBA program of study.

Graduate Writing Proficiency

Students in the MBA program are required to meet the Old Dominion University writing requirement. This can be achieved by successfully completing MBA 621.

Continuance Policy

The MBA Program follows the University's Graduate Continuance Policy.

BSBA to MPA (Master of Public Administration) Linked Program

The linked BSBA to MPA program provides qualified Old Dominion University undergraduate students with the opportunity to earn a master's degree in public administration while taking 12 credits of the MPA program as an undergraduate student. The program is designed for highly motivated students with the desire to immediately continue their education after the bachelor's degree. The program is especially relevant to individuals seeking to work (or currently working) in the public or non-profit sectors, but is suitable for students from any undergraduate major. Graduate courses may be taken during the fall and spring semester of the student's senior undergraduate year. After receiving the undergraduate degree, a student will continue with the MPA program, taking MPA courses until completing the required 39 credit hours. Students in the linked program must earn a minimum of 150 credit hours (120 discrete credit hours for the undergraduate degree and 30 discrete credit hours for the graduate degree).

Admission Requirements

A potential candidate will have:

1. Completed all lower level general education requirements
2. Achieved a cumulative GPA of at least 3.0 at the end of the junior year

Requirements for admission to the graduate program can be found in the School of Public Service section of the Graduate Catalog. For additional information, please contact the School of Public Service in the Strome College of Business.