



ACADEMIC CATALOG

Undergraduate Catalog | 2025-2026

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Business Analytics, B.S.B.A.



A Major in Business Analytics (BUAY) involves collecting and analyzing data using computational, statistical, and mathematical models and methods to achieve competitive advantage through better decisions in uncertain business environments. The BUAY major prepares graduates for jobs involving data-driven business intelligence, decision models, and big data analytics and for graduate education in Data Science and Business Analytics, Supply Chain Management, Mathematical Finance, Marketing, and Economics.

Who uses Business Analytics?

All businesses and not-for-profit organizations nowadays use Business Analytics. Thanks to the rapid development of information technology and telecommunications, these organizations have an opportunity to make use of various types of big data and sophisticated analytics tools at a cost more affordable than ever before. The numerous tools and techniques developed for descriptive, predictive, and prescriptive analytics help the organizations make informed decisions on day-to-day operations and long-term strategic planning.

Skills for Business Analytics majors include:

- Analytical problem solving
- Business process skills
- Communication skills
- Information technology skills
- Organizational skills

All program-level Admissions and Progression Requirements are in addition to the [University of North Carolina at Charlotte Admission Requirements](#).

Admission Requirements (Pre-Business)

Freshmen

Freshman admission is competitive. Students who apply for this major and are accepted into the Belk College of Business are initially classified as Pre-Business (PBUS) majors. Students interested in pursuing a major in Business Analytics, Finance, International Business, Management, Management Information Systems, Marketing, or Operations and Supply Chain Management should seek admission to the Pre-Business program to ensure appropriate advising and support. Students who complete the Progression Course Requirements listed below may declare an upper-division major in Business Analytics, Finance, International Business, Management,

Management Information Systems, Marketing, or Operations and Supply Chain Management.

- See University Admission Requirements
- *Minimum GPA:* 2.7 overall
- *Pre-Major/Prerequisite/Progression Courses:*
 - ACCT 2121
 - ACCT 2122 or ACCT 3323
 - BUSN 1101
 - ECON 2101
 - ECON 2102
 - INFO 2130
 - MATH 1120, MATH 1121, MATH 1241, or MATH 1242
 - STAT 1220, STAT 1221, STAT 1222, or STAT 2122

[A minimum grade of C is required for all Progression Courses. Once enrolled at UNC Charlotte, students may attempt each of the Progression Courses listed above a maximum of two times. An attempt is defined as a course that is completed with a final grade of A, B, C, D, or F. Courses repeated under the UNC Charlotte Grade Replacement Policy are excluded from the GPA computation, but will count as an attempt.]

Transfers

Transfer students interested in pursuing a Major in Business Analytics, Finance, International Business, Management, Management Information Systems, Marketing, or Operations and Supply Chain Management should seek admission to the Pre-Business program. Transfer admission requirements for the Pre-Business major include the following:

- See University Admission Requirements
- *Minimum GPA:* 2.7 overall
- *Pre-Major/Prerequisite/Progression Courses:* See Progression Courses above. Minimum grade of C in Progression Courses completed.

Currently Enrolled Students

Declaration of Major and/or Progression Course Requirements:

- Junior standing (60 credit hours or more)
- Pre-Business Requirements listed above
- Approved Change of Major form
- Pre-Business students should submit Change of Major forms to an Academic and Career Coach in the Belk College of Business Niblock Student Center.
- Students who fail to declare their upper-division major on time will be prohibited from declaring their upper-division major in the College if their GPA falls below a 2.7.

Degree Requirements

This major requires a minimum of 120 credit hours. Students must complete the General Education Requirements of the University and the Progression, Core, and Major Requirements of the Belk College of Business.

General Education Courses (31-32 credit hours)

For details on required courses, refer to the [General Education Program](#). Total hours to satisfy General Education Requirements may vary as some general education requirements may be double-counted in the major with departmental approval. Please see your advisor for information.

Business Core Courses (27 credit hours)

- [BLAW 3150 - Business Law I](#) (3)
- [COMM 3160 - Business Communications](#) (3)
- [ECON 3125 - Managerial Economics](#) (3)

- FINN 3120 - Financial Management (3)
- INFO 3130 - Management Information Systems (3)
- MGMT 3140 - Management and Organizational Behavior (3)
- MGMT 3280 - Strategic Management (3)
- MKTG 3110 - Principles of Marketing (3)
- OPER 3100 - Operations Management (3)

Major Courses (15 credit hours)

- ECON 3112 - Econometrics (3)
- INFO 3221 - Programming for Business Analytics (3)
- INFO 3233 - Data and Information Management (3)
- INFO 3236 - Business Analytics (3)
- INFO 3237 - Business Analytics II (3)

Restricted Elective Courses (3 credit hours)

Select one of the following:

- BUSA 3000 - Topics in Business Analytics (3)
- BUSA 3400 - Business Analytics Internship (3)
- ECON 4112 - Econometrics II (3)
- INFO 3238 - Social Media Analytics and Application (3)
- MKTG 3228 - Marketing Analytics (3)
- OPER 3203 - Decision Modeling and Analysis (3)

Unrestricted Elective Courses

As needed to complete the credit hours required for graduation.

Degree Total = 120 Credit Hours

Progression Requirements

Students who do not meet the Progression Course Requirements above are ineligible for continuation in the Belk College of Business.

To obtain this degree, students must meet the University requirements of a GPA of at least 2.0 overall and in the courses for the major. Students must earn a minimum grade of C in all required Progression, Core, and Major Courses. When students repeat a course, both the old and new grades are included in the overall GPA. Courses repeated under the Grade Replacement Policy are excluded from the overall GPA computation. However, this repeated course does count as an attempt. Students must also meet the Belk College of Business residency requirements listed under the “Degree Requirements” heading on the [main College of Business page](#).

Honors Program

For details about the Business Honors Program, visit the [program page](#).



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