

# BUSINESS INFORMATION TECHNOLOGY, BSM

**Degree:** Bachelor of Science in Management (BSM)  
**Major:** Business Information Technology

## Program Overview

As a business information technology (BIT) major, you have an interest in developing and implementing technological applications within a business context. The BSM in Business Information Technology will provide a broad foundation in business, and the BIT major will build competence in the development and use of computer systems and quantitative modeling techniques for solving business problems. The Weatherhead School's BIT curriculum aligns with standards outlined by the Association for Information Systems, the premier professional association for the research, teaching, practice, and study of information systems worldwide, and equips students with the most relevant skills for careers in roles such as: database administrator; process manager; systems analyst; or information resource administrator.

BIT majors may participate in the **Practicum Program**. See our **website** for more details. For more information, contact **Jim Hurley**, Assistant Dean of Undergraduate and Integrated Study programs, at 216.368.3856.

## Learning Outcomes

- Students will attain a broad, strong foundation in business, and in particular, will gain competence in programming for business applications, systems analysis and design, database management, and other business processes and information technologies.

## Undergraduate Policies

For undergraduate policies and procedures, please review the Undergraduate Academics section of the General Bulletin.

## Accelerated Master's Programs

Undergraduate students may participate in accelerated programs toward graduate or professional degrees. For more information and details of the policies and procedures related to accelerated studies, please visit the Undergraduate Academics section of the General Bulletin.

## Program Requirements

Students seeking to complete this major and degree program must meet the general requirements for bachelor's degrees and the Unified General Education Requirements. Students completing this program as a secondary major while completing another undergraduate degree program do not need to satisfy the school-specific requirements associated with this major.

Students with questions about Weatherhead's majors, secondary majors or minors should consult a Weatherhead academic advisor.

## BSM Degree Requirements

The BS in Management requires a minimum total of 122 credit hours. The remaining credit hours to reach a minimum total of 122 may be fulfilled by courses taken for the Unified General Education Requirement,

secondary majors and/or minors or by an assortment of classes. These may be Weatherhead or non-Weatherhead courses.

Code	Title	Hours
<b>Computational and Mathematical Sciences Requirements:</b>		
DESN 210	Introduction to Programming for Business Applications	3
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I <sup>a</sup>	4
	or MATH 121 Calculus for Science and Engineering I	
<b>Principles Requirements:</b>		
ACCT 100	Foundations of Accounting I <sup>b</sup>	3
ACCT 200	Foundations of Accounting II	3
ECON 102	Principles of Microeconomics	3
ECON 103	Principles of Macroeconomics	3
OPRE 207	Statistics for Business and Management Science I <sup>a</sup>	3
<b>Core Requirements:</b>		
BAFI 355	Corporate Finance	3
MGMT 201	Contemporary Business and Communication	3
MGMT 395	Advanced Seminar	3
MIDS 301	Introduction to Information: A Systems and Design Approach	3
MKMR 201	Marketing Management	3
OPRE 301	Operations Research and Supply Chain Management <sup>a</sup>	3
ORBH 250	Leading People (LEAD I)	3
ORBH 251	Leading Organizations (LEAD II)	3
PLCY 399	Business Policy	3
<b>Total Hours</b>		<b>46</b>

a Counts as a STEM Area Breadth Course for the Unified General Education Requirement.

b Satisfies the Quantitative Reasoning requirement for the Unified General Education Requirement.

## Major Requirements

Code	Title	Hours
<b>Major Courses:</b>		<b>9</b>
DESN 210	Introduction to Programming for Business Applications	
DESN 310	Systems Analysis and Design (SAD)	
DESN 320	Database Management	
<b>Analytics Course:</b>		<b>3-4</b>
<i>Choose one of the following:</i>		
BAFI 361	Empirical Analysis in Finance	
ECON 326	Econometrics	
MKMR 310	Marketing Analytics	
<b>Major Electives:</b>		<b>6</b>
<i>Choose two of the following:</i>		
ACCT 306	Accounting Information Systems	
BAFI 335	Current Applications in Fintech	
ECON 216	Data Visualization in R	
ECON 380	Computational Economics	

MKMR 348	Strategic Internet Marketing
OPMT 350	Project Management
OPMT 377A & OPMT 377B	Business Forecasting and Enterprise Resource Planning in the Supply Chain
CSDS Course <sup>a</sup>	

**Total Hours** **18-19**

a Upper level CSDS course selected in consultation with BIT major advisor.

## Secondary Major in Business Information Technology

A secondary major in Business Information Technology requires completion of the 34-35 credit hours listed below and any prerequisites. Students seeking to complete a secondary major in Business Information Technology should meet with a Weatherhead academic advisor as early as possible to properly plan course scheduling and sequencing (including prerequisites) and continue to consult regularly.

Code	Title	Hours
<b>Foundation Requirements:</b>		
ACCT 100	Foundations of Accounting I	3
ECON 102	Principles of Microeconomics	3
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I	4
or MATH 121	Calculus for Science and Engineering I	
MIDS 301	Introduction to Information: A Systems and Design Approach	3
OPRE 207	Statistics for Business and Management Science I	3
<b>Major Courses:</b>		
DESN 210	Introduction to Programming for Business Applications	3
DESN 310	Systems Analysis and Design (SAD)	3
DESN 320	Database Management	3
<b>Analytics Course:</b>		<b>3-4</b>
<i>Choose one of the following:</i>		
BAFI 361	Empirical Analysis in Finance <sup>a</sup>	
ECON 326	Econometrics	
MKMR 310	Marketing Analytics <sup>c</sup>	
<b>Major Electives:</b>		<b>6</b>
<i>Choose two of the following:</i>		
ACCT 306	Accounting Information Systems	
BAFI 335	Current Applications in Fintech	
ECON 216	Data Visualization in R	
ECON 380	Computational Economics	
MKMR 348	Strategic Internet Marketing	
OPMT 350	Project Management	
OPMT 377A & OPMT 377B	Business Forecasting and Enterprise Resource Planning in the Supply Chain	
CSDS Course <sup>a</sup>		
<b>Total Hours</b>		<b>34-35</b>

a Upper level CSDS course selected in consultation with BIT major advisor.

## Sample Plan of Study

Business Information Technology majors are advised to take ACCT 100 and MGMT 201 as early as possible, ORBH 250 and ORBH 251 in the second year and to have completed DESN 210 and MIDS 301 by the end of the second year.

### First Year

Fall		Hours
MATH 125	Math and Calculus Applications for Life, Managerial, and Social Sci I	4
ACCT 100	Foundations of Accounting I	3
ECON 102	Principles of Microeconomics	3
Academic Inquiry Seminar, Breadth, or Elective course <sup>a</sup>		3
Elective		3
<b>Hours</b>		<b>16</b>

### Spring

ACCT 200	Foundations of Accounting II	3
ECON 103	Principles of Macroeconomics	3
MGMT 201	Contemporary Business and Communication	3
Academic Inquiry Seminar, Breadth, or Elective course <sup>a</sup>		3
Elective		3
<b>Hours</b>		<b>15</b>

### Second Year

Fall		Hours
DESN 210	Introduction to Programming for Business Applications	3
OPRE 207	Statistics for Business and Management Science I	3
ORBH 250	Leading People (LEAD I)	3
Breadth, or Elective course <sup>a</sup>		3
Elective		3
<b>Hours</b>		<b>15</b>

### Spring

MIDS 301	Introduction to Information: A Systems and Design Approach	3
ORBH 251	Leading Organizations (LEAD II)	3
Breadth, or Elective course <sup>a</sup>		3
Elective		3
Elective		3
<b>Hours</b>		<b>15</b>

### Third Year

Fall		Hours
BAFI 361	Empirical Analysis in Finance	3
DESN 310	Systems Analysis and Design (SAD)	3
MGMT 395	Advanced Seminar	1
OPRE 301	Operations Research and Supply Chain Management	3
Breadth, or Elective course <sup>a</sup>		3

Elective		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
DESN 320	Database Management	3
MGMT 395	Advanced Seminar	1
BAFI 355	Corporate Finance	3
Breadth, or Elective course <sup>a</sup>		3
Major Elective		3
Elective		3
<b>Hours</b>		<b>16</b>
<b>Fourth Year</b>		
<b>Fall</b>		
MGMT 395	Advanced Seminar <sup>a</sup>	1
MKMR 201	Marketing Management	3
Major Elective		3
Elective		4
Elective		3
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
PLCY 399	Business Policy	3
MGMT 398	Action Learning	6
Elective		3
Elective		3
<b>Hours</b>		<b>15</b>
<b>Total Hours</b>		<b>122</b>

a Unified General Education Requirement.