

# BUSINESS DATA ANALYTICS

CATALOG YEAR: 2025-2026

## PLAN OF STUDY

Please consult with Academic Advisors as not all business classes are offered each academic semester.

Offered at Hartford, Stamford, and Waterbury Campuses

### SAMPLE SEQUENCE FOR LAST TWO YEARS WITH REQUIRED BUSINESS COURSES ONLY

**Fifth Semester**

ACCT 2101  
 BUSN 3005 (if not already done; 1 credit)  
 OPIM 3103  
 OPIM 3104  
 \*Business Core

**Sixth Semester**

OPIM 3505  
 OPIM 3510  
 \*Business Core  
 \*Business Core

**Seventh Semester**

OPIM 3511  
 3000/4000 level Business course  
 \*Business Core  
 BUSN 3003W

**Eighth Semester**

3000/4000 level Business course  
 3000/4000 level Business course  
 MENT 4902

\*Business Core can be taken in any order and are indicated with an asterisk in the list below.

**BUSN 3005 and 3003W:** Take as early as possible, preferably in sophomore or junior year.

**OPIM 3103:** It is strongly recommended that BDA majors take OPIM 3103 in their sophomore year, so that OPIM 3510 can be taken in the fifth semester, and OPIM 3511 can be taken in the sixth semester.

**Courses open to Sophomores:** Many 3000-level courses may be taken prior to the fifth semester if open and available. Confirm pre-requisites for each course in the [catalog](#).

**Residence Requirement:** OPIM 3505, 3510, and 3511 must be taken in residence at the University of Connecticut. For students admitted to graduate-level courses, OPIM 5604 completed in residence at the University of Connecticut may be used in place of OPIM 3511. At least 50% of the business credit hours required for the business degree must be earned while a student at the University of Connecticut. At least 24 credits in 3000/4000 level courses including MENT 4902 and BUSN 3003W must be earned at the University of Connecticut, including no more than three independent study credits and three field study internship credits. Education Abroad courses may not be used to meet this requirement.

**Students in UConn Honors Program:** Must take BUSN 4897W, or OPIM 4996 and OPIM 4997 in Senior year.

**GPA Rule for Graduation:** A minimum cumulative 2.0 GPA in all major courses, all Business courses, and all graded courses is required for graduation. See catalog for details.

### YOUR PLAN WITH REQUIRED BUSINESS, REMAINING GEN-EDS, & REMAINING ELECTIVES

IMPORTANT: Consult with an Academic Advisor at your campus to determine course availability by campus at least two semesters ahead for proper planning

**Fifth Semester**

**Sixth Semester**

**Seventh Semester**

**Eighth Semester**

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**Business Core and Capstone – 31 credits**

	<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>		<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>
<i>page 1</i>	ACCT	2001	Principles of Financial Accounting	3		*MENT	3101	Managerial and Interpersonal Behavior	3
_____	ACCT	2101	Principles of Managerial Accounting	3	_____	MENT	4902 <sup>R</sup>	Strategic Management (Seniors only)	3
_____	*BLAW	3175	Legal and Ethical Env. of Business	3	_____	*MKTG	3101	Introduction to Marketing Management	3
_____	BUSN	3003W <sup>R</sup>	Business Communications	3	_____	OPIM	3103	Business Information Systems	3
_____	BUSN	3005	Career Development in Business	1	_____	OPIM	3104	Operations Management	3
_____	*FNCE	3101	Financial Management	3					

**Major Required Courses – 18 credits**

The OPIM 3510/3511 sequence is recommended to be completed as early as possible.

	<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>
_____	OPIM	3505 <sup>R</sup>	Business Database Management	3
_____	OPIM	3510 <sup>R</sup>	Business Data Analytics I	3
_____	OPIM	3511 <sup>R#</sup>	Business Data Analytics II	3

**Additional Course Requirement<sup>#</sup> – three 3-credit 3000/4000 level School of Business courses**

OPIM 3512 is highly recommended and offered in the Spring term only

	<u>Dept.</u>	<u>No.</u>	<u>Course Title</u>	<u>Credits</u>
_____	_____	_____	3000/4000 level School of Business course (or conc. course)	3
_____	_____	_____	3000/4000 level School of Business course (or conc. course)	3
_____	_____	_____	3000/4000 level School of Business course	3

**Total Required Business Credits 49**

**#For students admitted to graduate level courses**

OPIM 5604 completed in-residence may be used in place of OPIM 3511, but credit is not given for both to satisfy the major requirements; OPIM 5270 and/or OPIM 5603 may be used to fulfill additional course requirements. A maximum of six credits may be used from graduate level courses.

**Optional Concentration**

Declare at [undergrad.business.uconn.edu/forms](http://undergrad.business.uconn.edu/forms)

**Financial Technology Concentration**

A grade of C or better in two of the following:

- FNCE 3240 or FNCE 5711
- OPIM 3806 (or both OPIM 5513 & FNCE 5720)
- One 3 credit 3000/4000 level FNCE course

