

# B.S. in Information Systems & Analytics

## Academic Program Guide for students entering the major Fall 2024 and after Department of Marketing and Business Information Systems

Students who entered the major prior to Fall 2024 should follow the guide for their program and start year in consultation with their advisor.

### Rowan University Graduation Requirements for all Majors / Degrees

- Students must complete at least 120 semester hours (sh) of coursework that apply to their Rowan University degree.
- Students must have a cumulative GPA of at least 2.0 in Rowan University coursework. (Transfer courses/credit do not count toward the RU GPA.)
- A minimum of 30 sh of coursework must be completed at/through Rowan University.
- Only grades of "D-" or above may apply to graduation/degree requirements. (Some programs may set higher minimums.)
- Students must meet the Rowan Core and Rowan Experience Requirements.
  - An individual course can potentially satisfy one Rowan Core literacy and/or multiple Rowan Experience attributes.
  - Rowan Core and Rowan Experience designations are listed in course details in Section Tally ([www.rowan.edu/registrar](http://www.rowan.edu/registrar)) and may also be searched on that site under "Attributes." A list of Rowan Core courses is here:  
<https://confluence.rowan.edu/display/AS/Rowan+Core+Course+List>.
- Students must apply for graduation and should do so for the term in which they will complete all program requirements.

### Program-Specific Graduation Requirements for this Major / Degree

- Students must have an overall GPA of 2.5 or better in all courses that satisfy major requirements.

### Rowan Core Requirements<sup>1</sup>

Students must satisfy all six Rowan Core Literacies. A minimum total of 3 sh of coursework is required to satisfy each Literacy.  
With the exception of the 9 sh counted here for Communicative Literacy, credits attached to the courses in this section will apply elsewhere.

- (COML) Communicative Literacy: Must be met by the following three courses or their official equivalents:
  - COMP 01111 College Composition I (3 sh)
  - COMP 01112 College Composition II (3 sh)
  - CMS 04205 Public Speaking **OR** CMS 04206 Digital Presentations (3 sh)
- (ARTL) Artistic Literacy      *Recommendation from major:* (3 sh counted under free elective)
- (GLBL) Global Literacy      *Recommendation from major:* MKT 09379 or MGT 06330 (3 sh counted under major)
- (HUML) Humanistic Literacy      *Recommendation from major:* ECON 04101 or ECON 04102 (3 sh counted under non-program)
- (QNTL) Quantitative Literacy      *Recommendation from major:* STAT 02260, MATH 03125 or MATH 01130 (3 sh counted under non-program)
- (SCIL) Scientific Literacy      *Recommendation from major:* (3-4 sh counted under free elective)

Subtotal of credits counted in this section: 9 sh

### Rowan Experience Requirements

Students must satisfy all three Rowan Experience attributes. Credits attached to the courses in this section will apply elsewhere.

- (LIT) Broad-Based Literature Attribute      *Recommendation from major:* (3 sh counted under free elective)
- (WI) Writing Intensive Attribute      *Recommendation from major:* (3 sh counted under free elective)
- (RS) Rowan Seminar Attribute<sup>2</sup>      *Recommendation from major:* BUS 01100 (2 sh counted under free elective)

### Non-Program Courses (minimum 18 sh)

Courses in this section must be either: Rowan Core (or former gen. ed.) courses; Rowan Experience courses; or required pre-requisites (not included in the major).

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
CS 01104	Intro to Programming and Problem Solving				3
ECON 04101	Introduction to Economics - Macroeconomics	Satisfies Humanistic Literacy			3
ECON 04102	Introduction to Economics - Microeconomics	Satisfies Humanistic Literacy			3
MATH 03125 or MATH 01130	Calculus Techniques and Applications or Calculus I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3 or 4
STAT 02260	Statistics I	Satisfies Quantitative Literacy; Minimum grade of C- required to satisfy prerequisites of upper level courses			3
BUS 01488	Business Career Planning and Development				2
					0-1

<sup>1</sup> The Rowan Core requirements are waived for students with an earned A.A. or A.S. degree from a NJ community/county college.

<sup>2</sup> The Rowan Seminar requirement is waived for all students transferring 24 or more approved credits into Rowan University at the time of initial entry.

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Subtotal: 18 sh

## Major Requirements (63 sh)

### SUMMARY OF MAJOR REQUIREMENTS

- 27 sh of Business Foundational Courses
  - 30 sh of Required IS&A Core Courses
  - 6 sh of MIS Electives
- 
- 63 sh total

### BUSINESS FOUNDATIONAL COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09200	Principles of Marketing				3
ACC 03210	Principles of Accounting I				3
ACC 03211	Principles of Accounting II				3
MIS 02234	Management Information Systems				3
MGT 98242	Legal Environment of Business				3
MGT 06300	Organizational Behavior				3
FIN 04300	Principles of Finance				3
MGT 06305	Operations Management				3
MGT 06402	Business Policy				3
<b>Subtotal:</b>					<b>27 sh</b>

### IS&A CORE COURSES

Course #	Course Name	Course Designations / Notes	Sem/Yr	Grade	Credits
MKT 09379 or MGT 06330	International Marketing or Managing International Business	Satisfies Global Literacy			3
MIS 02322	Principles of System Design				3
MIS 02315	Principles of Information Security				3
MIS 02338	Design of Database Systems				3
MIS 02339	Business Intelligence				3
MIS 02325	Project Management				3
MIS 02331	Data Mining for Business				3
MIS 02428	Business Web Applications				3
MIS 02450	MIS Capstone Experience				3
DA 01491	Data Analytics Capstone I				3
<b>Subtotal:</b>					<b>30 sh</b>

### IS&A ELECTIVES

Choose two courses from the approved list of IS&A Electives

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
<input type="radio"/>		Select two 300 or 400 level non-required courses that are offered by the Rohrer College of Business, excluding any internship other than the MIS Supervised Internship (MIS 02.344), any Computer Science or Computer Systems Technology course that is 200 level or higher ( <b>EXCEPT</b> CS 01211), or WA 01302 (can fulfill Writing Intensive).			3
<input type="radio"/>					3
<b>Subtotal:</b>					<b>6 s.h.</b>

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Free Electives for this Major/Degree (30 sh)

Course #	Course Name	Course Attributes / Notes	Sem/Yr	Grade	Credits
MKT 09101	Marketing & the Business Environment (if applicable)	Rowan Seminar (if applicable)			3
		Artistic Literacy (ARTL) course			
		Scientific Literacy (SCIL) course			
		Broad-Based Literature (LIT) course			
<b>Subtotal: 30 sh</b>					

Total Program Credits Required for this Major / Degree: 120 SH