



Business Technology and Analytics

2024 - 2025 Academic Year

For completion, a minimum of 28 credits are required as follows:

I. Five required BTA (core) courses: 20 credits

- BTA 350 – Business Problem Solving with Analytics and Visualization (4 credits)
- BTA 415 – Database Management (4 credits)
- BTA 419 – Business Analytics with Programming (4 credits)
- BTA 420 – Systems Analysis and Design (4 credits)
- BTA 428 – Privacy, Security, and Ethics (4 credits)

II. Elective courses: Minimum 8 credits, from approved electives below or by permission.

Approved Electives:

- ACTG 407 – Accounting & Business Data Analytics (4) – not offered in AY 24-25
- ACTG 335 – Accounting Information Systems & Analytic Fundamentals (4)
- ACTG 416 – IT, Cybersecurity and Compliance (4)
- BTA 481– Blockchain Fundamentals (4) – not offered in AY 24-25
- BTA 483 – Blockchain in Business (4) – not offered in AY 24-25
- BTA 485 – Blockchain and Exponential Technologies (4) – not offered in AY 24-25
- FIN 419 – Finance Analytics and Modeling (4)
- GSCM 412 – Introduction to Enterprise Resource Planning Systems (4)
- GSCM 450 – Project Management (4)
- GSCM 451 – Business Forecasting (4)
- MGMT 442 – Human Resource Information Systems & People Analytics (4)
- MKTG 448 – Digital Media Planning and Analytics (4)
- MKTG 460 – Marketing Research (4)
- MKTG 462 – Marketing Analytics (4)

Course Prerequisites for BTA (Core) Courses:

Course	Prerequisite
BTA 350	BA 327 (BA 325 is a prerequisite to BA 327)
BTA 415	BTA 350
BTA 419	
BTA 420	
BTA 428	BA 327 (<i>can</i> be taken concurrently)

Course Prerequisites for Approved Elective Courses

(For reference only, please confirm with the corresponding area sequencing sheet before finalizing your decision as these may change)

ACTG 335	BA 325
ACTG 407	ACTG 381
ACTG 416	ACTG 335 or BTA 415
FIN 419	BA 303
GSCM 412	BA 339
GSCM 450	BA 339
GSCM 451	BA 339
MGMT 442	MGMT 351(*MGMT 442 not offered 2024-2205 school year)
MKTG 448	BA 311
MKTG 460	BA 311
MKTG 462	BA 311, BA 325

Course Offerings

(Business Technology and Analytics course offerings are not guaranteed and may vary by time and term)

Fall 2024	Winter 2025	Spring 2025	Summer 2025
BTA Core Courses			
BTA 350 (Online/Day-Hybrid)	BTA 350 (Online)		Coming soon
BTA 415 (Day-Hybrid)	BTA 415 (Online)	BTA 415 (Online)	
	BTA 419 (Day-Hybrid)	BTA 419 (Online)	
BTA 420 (Day-Hybrid)	BTA 420 (Online)	BTA 420 (Online)	
BTA 428 (Online)	BTA 428 (Day-Hybrid)	BTA 428 (Online)	
Electives			
ACTG 335 (Online/Hybrid)	ACTG 335 (Online)	ACTG 335 (Online)	
FIN 419 (Day-Hybrid)	FIN 419 (Online/Day-Hybrid)		
GSCM 412 (Online)		ACTG 416 (Hybrid)	
	GSCM 450 (Online)	GSCM 450 (In Person)	
GSCM 451 (Online)	GSCM 451 (Online)		
MKTG 448 (Online)	MKTG 448 (Online)	MKTG 448 (In Person)	
MKTG 460 (Online)	MKTG 460 (Online)	MKTG 460 (Online)	
MKTG 462 (In Person)	MKTG 462 (Online)	MKTG 462 (Online)	

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Suggested ONLINE Course Sequence:

Term 1 - Winter	Term 2 - Spring	Term 3 - Fall	Term 4 - Winter	Term 5 - Spring
BA 325	BA 327	BTA 350 Online	BTA 419 Online	BTA 415 Online
			BTA 420 Online	BTA 428 Online

Suggested HYBRID/IN PERSON Course Sequence:

Term 1 - Winter	Term 2 - Spring	Term 3 - Fall	Term 4 - Winter	Term 5 - Spring
BA 327	BTA 350 Hybrid	BTA 419 Hybrid	BTA 415 Hybrid	
		BTA 420 Hybrid	BTA 428 Hybrid	

BTA 350 needs to be completed before registering for BTA 415, BTA 419, BTA 420. On the other hand, BTA 350 is not required for taking BTA 428, so this might offer flexibility. Work with your advisor and plan accordingly and well ahead.

Due to the degree of difficulty, we do not recommend taking more than two BTA core courses in the same term.

Due to the degree of difficulty, we do not recommend taking both BTA 415 and BTA 419 in the same term.

NOTE: There are additional requirements needed to earn a degree. Please utilize the School of Business advising guide and the Degree Audit Reporting System (DARS). To schedule an appointment with your advisor visit <https://www.pdx.edu/advising/business-pathway>