

Isenberg Online Degree Completion Program

Bachelor of Business Administration/BBA Operations and Information Management/OIM major

Curriculum Summary Summer 2026 and prior

University transferable course tips , gen-ed transfer guide , Mass Comm Colleges Transfer Database						
University Requirement	BBA Requirement	Course	typically offered	CR	Notes	45CR Min
College Writing/CW/ENGLWRIT112	-	ENGLWRIT112	WTR/SMR	3		
Math/R1&AnalyticalReasoning/R2	Calculus	MATH127	WTR/SPR/SMR/FAL	3		
Biological Science/BS	-	varies	WTR/SPR/SMR/FAL	4		
Physical Science/PS	-	varies	WTR/SPR/SMR/FAL	4		
Arts/Literature/AL, AT	-	varies	WTR/SPR/SMR/FAL	4		
Historical Studies/HS	-	varies	WTR/SPR/SMR/FAL	4		
Social and Behavioral Science/SB	Microeconomics	ECON103	WTR/SPR/SMR/FAL	4		
Social World/SB	Macroeconomics	ECON104	WTR/SPR/SMR/FAL	4		
Gen-ed elective	-	varies	WTR/SPR/SMR/FAL	4		
Gen-ed elective	-	varies	WTR/SPR/SMR/FAL	4		
US Diversity/DU	-	varies	WTR/SPR/SMR/FAL	4		
Global Diversity/DG	-	varies	WTR/SPR/SMR/FAL	4		

BBA Core Requirements		50% MUST BE taken through UMass Amherst				
Requirement	Course	typically offered	CR	Notes		
Financial Accounting	ACCOUNTG 221	WTR/SPR/SMR/FAL	3			
Managerial Accounting	ACCOUNTG 222	WTR/SPR/SMR-13week	3	Prereq ACCOUNTG221		
Microeconomics	ECON103	WTR/SPR/SMR/FAL	-	See Social and Behavioral Science/SB gen-ed		
Macroeconomics	ECON104	WTR/SPR/SMR/FAL	-	Social World/SB gen-ed		
Fundamentals of Finance	FINANCE 301	WTR/SPR/SMR1 or 2/FAL	3	Prereq ACCOUNTG221 and OIM 240, calculus recommended		
Principles of Management	MANAGMNT 301	WTR/SPR/SMR-1 or 2/FAL	3			
Fundamentals of Marketing	MARKETNG 301	WTR/SPR/SMR-1 or 2/FAL	3			
Calculus	MATH 127	WTR/SPR/SMR/FAL	-	See Math/R1&AnalyticalReasoning/R2 gen-ed		
Intro to Business Info Systems	OIM 210	WTR/SPR/SMR-13week/FAL	3			
Statistics/Business Data Analysis	OIM 240	SPR/SMR-13week/FAL	3			
Intro to Operations Management	OIM 301	SMR-13week /FAL	3			
Career/Professional Dev.	SCH-MGMT 200	WTR/SPR/SMR-1/FAL	1	Course subject = Isenberg School of Management		
Inclusive Leadership for Global Workplaces	SCH-MGMT 201	WTR/SPR/SMR/FAL	3	Semester of acceptance Summer 2022 – Summer 2025		
Introduction to Law	SCH-MGMT 260	SMR-1/FAL	3			
Management Communications	SCH-MGMT 310	WTR/SPR/SMR-1 or 2/FAL	3	Jr. Year Writing, Prereq ENGLWRIT112, Jr Status		
Business Policy & Strategy	MANAGMNT 494BI	WTR/SPR/SMR-1 or 2/FAL	3	Integrative Experience/Sr Status/ Take last semester possible		

BBA Breadth/non-business 18 or 21 *credits minimum, one Economics or Resource Economics class eligible				
Requirement	Course	typically offered	*CR = 18 or 21	Notes
Non-Business			3	18 or 21 credits in non-business courses, anything EXCEPT, Accounting, Economics, Finance, Hospitality & Tourism Management, Management, Operations and Information Management/OIM, Resource Economics, Isenberg School of Management/SCH-MGMT and Sport Management
Non-Business			3	
Non-Business			3	
Non-Business			3	
Non-Business			3	
Non-Business			3	
Non-Business			3	
				*Semester of acceptance SMR22 - SMR25 = 18, SPR22 & prior and FAL25 - present = 21

Operations and Information Management, eight 3 credit classes		All OIM via Isenberg, one elective minimum via Isenberg			
Requirement	Course	typically offered	C R	Notes	
Core, Operations Management	OIM 320 Quality Management	FAL	3	Pre-req OIM 301	
Core, Information Management	OIM 350 Business Intelligence and Analytics	FAL	3	Pre-req OIM 210	
Concentration, choose three from; OIM 303 or 307, SMR-1/OIM210 OIM 451 Information & Project Management/ SMR-1/SPR ODD OIM 452 Bus. Processes & Enterprise Systems/ SPR EVEN OIM 420 High Performance Organizations/ FAL odd , pre-req OIM301	SPR/SMR/FAL	SPR/SMR/FAL	3		
	SPR/SMR/FAL	SPR/SMR/FAL	3		
	SPR/SMR/FAL	SPR/SMR/FAL	3		
	SPR/SMR/FAL	SPR/SMR/FAL	3		
9 credits/three upper business electives from Accounting, Finance, Management, Marketing, Operations and Information Mgt/OIM, Isenberg School of Management/SCH-MGMT	300/400 Isenberg	SPR/SMR/FAL/WTR	3	Browse Isenberg business courses by semester	
	300/400 Isenberg	SPR/SMR/FAL/WTR	3		
	300/400 Isenberg	SPR/SMR/FAL/WTR	3		

The maximum number of transfer credits applied toward a UMass Amherst Bachelor's degree is 75. At least 45 credits must be completed through the University of Massachusetts Amherst (30 credits minimum starting with your semester of acceptance), for 120 total minimum, maybe over 120 if transferred credits do not apply directly to the BBA degree. A minimum GPA of 2.0 in your major and overall is required to graduate. All required gen-eds, BBA core, and major courses must be a letter grade, one breadth course per semester may be taken pass/fail.

On average, students find that attending spring, summer, and fall, part-time/2 classes/6-8 credits with 24+ hours of coursework per week is manageable.

As a part-time program designed for full-time working and family-oriented students, not all majors can be completed on a full-time schedule. Most upper level OIM classes are offered online once a year and some are summer only.

For important semester and financial dates, **bookmark the [academic calendar](#).**

Summer and Winter 6-week sessions: expect a 24+ hour per week coursework time commitment per 3 credits. **Spring, Fall, and 13-week Summer semesters** expect a 12+ hour per week coursework time commitment per 3 credits. **Requirements and courses are subject to change and based on the semester of acceptance.**