

Business Analytics

(Effective for students entering Fall 2026 or Spring 2027)

Name: _____

ID #: _____

Advisor: _____

Business Foundations (39 credits)

Business in Action	CBA 110		
Quantitative Methods	MSD 105		
Business Statistics	MSD 205		
Intro. to Accounting	ACC 210		
Managerial Accounting	ACC 220		
Macroeconomics	ECO 200		
Microeconomics	ECO 201		
Fund. of Mgmt. & Org. Beh.	MGT 201		
Marketing Principles	MKT 200		
Introduction to Finance	FIN 220		
Legal & Ethical Environ.	BUS 300		
Strategic Management	BUS 400		
Business Communications	CBA 212		

Business Technology & Analytics (12 credits)

Info. Systems Essentials	CIS 185		
Management Info. Systems	CIS/GSC 385		
Intro Business Analytics	BDA 201		
Operations Management	MSD 301		

Free Electives (12 credits)*

¹ Natural Science Electives include BCH, BIO, BNS, CHE, ENV, GEO, ISM, MAR, PHY, SCI, SUS

² Social Science Electives include AMS, COM, GSS, HCP, HIS, HSP, LAW, MCS, POL, PSY, SOC, SOW

³ Humanities Electives include ART, CHI, DAN, ENG, FRE, LIT, MUS, PHL, SPA, THE

⁴ Liberal Arts Elective is a course offered by College of Arts & Sciences

⁵ Choose from CBA 320 Case Analysis & Presentation (J&J), LDP 398 Co-op Experience Seminar, LDP 200 Foundations of Leadership, MGT 355 Team Management, MGT 363 Management Skills, MGT 330 Ethical Management.

⁶ Students are required to complete 6 credits of International Business Electives, which can be fulfilled as major courses or as free elective courses.

* Free Electives are the credits remaining to achieve a minimum of 120 credits earned in order to graduate.

** Major Electives must fulfill one of the tracks in accounting, AI & machine learning, finance, global supply chain, health care management, marketing, risk management, or sports analytics

Communications (9 credits)

Sem in Writing & Rhetoric	CMP 120		
Sem in Writing & Research	CMP 125		
Prof. & Strat. Speech	COM 290		

Liberal Arts & Sciences (12 credits)

Natural Sciences Elect. ¹			
Social Science Elective ²			
Humanities Elective ³			
Liberal Arts Elective ⁴			

Professional Development (6 credits)

Career Planning	CBA 236		
Leadership Elective ⁵			

International Business Electives (6 credits)

Major Courses (24 Credits)

Intro to Visual Data Analytics	BDA 205		
Database Systems	CIS 330		
Practical Bus Analytics	CIS 350		
Data Mining	CIS 360		
Bus. Analytics with Python	BDA 355		
Bus Data Analytics Pract.	BDA 398		
Major Elective**			
Major Elective**			

*** Only three courses may double count towards Business Analytics and Global Supply Chain Management double majors.

- Students are encouraged to take the GSC 385 section of Management Information Systems
- Students are required to complete the Intensive Core Requirements which include one Writing Intensive Course (BDA 398, BUS 300, ENT 448, FIN 405, MKT 460, MGT 363, SPT 250), one Oral Presentation Intensive Course (ACC 410, CBA 320, FIN 305, GSC 345, MGT 355, MKT 320, MKT 340, MKT 345, MKT 435, SPT 450), and one Data Analytic Intensive Course (ACC 320, CIS 350, CIS 360, GSC 235, HTH 215, MKT 366, MKT 367, SPT 322).