



**2+2 Degree Plan
Associate of Science in Business – BRTC**



to
**Bachelor of Science in Business Data Analytics- ATU
AY 2023-24**



Black River Technical College (62 credit hours)

General Education Requirements (41 credit hours)

English/Communications (9 hours)			ATU equivalent	Hours
ENG	1003	Freshman English I	ENGL 1013 Composition I	3
ENG	1013	Freshman English II	ENGL 1023 Composition II	3
SCOM	1203	Oral Communications	COMM 1003 Introduction to Communication ¹	3

Note: "C" or better required in ENG 1013 and ENG 1023.

Math (9 hours)			ATU equivalent	Hours
MATH	1023	College Algebra	MATH 1113 College Algebra	3
MATH	2143	Business Calculus	MATH 2243 Calculus for Business and Economics	3
QM	2113	Business Statistics	STAT 2163 Intro to Statistical Methods	3

Note: "C" or better required in Math.

U.S. History/Government (3 hours)			ATU equivalent	Hours
HIST	1013	World Civilization to 1600 OR	HIST 1503 World History to 1500	3
HIST	1023	World Civilization since 1660 OR	HIST 1513 World History since 1500	
POSC	2103	U.S. Government	POLS 2003 American Government	

Social Sciences (6 hours)			ATU equivalent	Hours
HIST	2763	The U.S. to 1876 OR	HIST U.S. History to 1877	3
HIST	2773	The U.S. since 1876 AND	HIST U.S. History since 1877	3
SOC	2213	Principles of Sociology	SOC 1003 Introductory Sociology ²	

Fine Arts/Humanities (6 hours)			ATU equivalent	Hours
FAV	2503	Fine Arts Visual OR	ART 2123 Experiencing Art	3
FAM	2503	Fine Arts Musical OR	MUS 2003 Introduction to Music	
FAT	2203	Fine Arts Theater OR	TH 2273 Introduction to Theater	3
ENG	2003	Introduction to World Lit. I OR	ENGL 2003 Introduction to World Lit.	
ENG	2013	Introduction to World Lit. II	GEHM 2XXX General Education Humanities	

Lab Sciences (8 hours)			ATU equivalent	Hours
BIOL	1004	Biological Science with Lab AND	BIOL 1014 Introduction to Biological Science*	4
GSP	1004	Physical Science & Lab	PHSC 1013 Introduction to Physical Science* and	3
			PHSC 1021 Physical Science Laboratory	1

***See Arkansas Course Transfer System (ADHE-ACTS) for other science alternatives.**

Black River Technical College Courses

Associate Degree Requirements (21 credit hours)			ATU equivalent	Hours
BUAD	1013	Introduction to Business	BUAD 1111 Introduction to Business General Elective	1 2
ACCT	2003	Financial Accounting	ACCT 2004 Accounting Principles I AND ACCT 2000 Accounting Principles I Lab	4 0
ACCT	2013	Managerial Accounting	ACCT 2013 Accounting Principles II	3
CA	1903	Computer Conc	BUAD 2003 Business Information Systems	3
LAW	2023	Legal Environment	BLAW 2033 Legal Environment of Business	3
ECON	2313	Principles of Macroeconomics	ECON 2003 Principles of Macroeconomics	3
ECON	2323	Principles of Microeconomics	ECON 2013 Principles of Microeconomics	3

Arkansas Tech University Courses (63 credit hours)

BDA	2003	Business Problem Solving	3
MATH	2223	Quantitative Business Analysis	3
ENGL	2053	Technical Writing	3
BDA	3013	Business Spreadsheet Modeling	3
BDA	3053	Business Data Analysis	3
MKT	3043	Principles of Marketing	3
MGMT	3003	Principles of Management	3
BDA	3033	Data Modeling and Management	3
BDA	3003	Data Analytics Apps Development	3
MGMT	3103	Operations Management	3
FIN	3063	Business Finance	3
ECON	3093	Econometrics	3
MGMT	4013	Management Information Systems	3
MKT	3153	Marketing Research and Analysis	3
MGMT	4083	Business Policy	3
BDA	4003	Business Intelligence	3
MGMT	4203	Project Management	3
		Approved Electives ^{2,3} (3000-4000)	12

¹Allow Sub COMM 1003 for COMM 2173 or COMM 2003

²Approved Electives: MGMT 3113 Business Process Improvement, BDA 4031 BDA Internship/BDA 4032 BDA Internship/BDA 4033 BDA Internship, BDA 4073 Special Topics, MKT 4013 Digital Metrics, FIN 4033 Financial Modeling, COMS 1333 Web and Mobile Technologies, COMS 2104 (Prerequisite COMS 1403 Orientation to Computing, Information, and Technology/COMS 1411 Computer and Information Science Lab), MKT 3063 Social Media Marketing, PHIL 3103 Logic, HIM 4063 Organization and Administration, MGMT 4103 Supply Chain Management, STAT 2304 Programming Languages for Data Science or higher STAT course.

³ This program partners the BSBA undergraduate degree with the MBA degree. A maximum of twelve (12) graduate level credit hours can be counted towards both the BSBA degree in Business Data Analytics and the MBA degree. Four graduate level courses can be used to replace four upper-division undergraduate courses as follows:

- BDA 6203 Business Information Analysis can replace MKT 3153 Marketing Research and Analysis
- MGMT 6203 Decision Modeling in Supply Chain Management can replace MGMT 4103 Supply Chain Management
- MKT 6103 Digital Marketing Strategy can replace MKT 4013 Digital Metrics
- BDA 6323 Applied Predictive Analytics can replace BDA 4003 Business Intelligence

