



**2+2 Degree Plan**  
**Associate of Science in Business – UACCM**  
**Bachelor of Science in Business Administration**  
**Data Analytics Track – ATU**



**University of Arkansas Community College-Morrilton Courses (62 credit hours)**  
**General Education Requirements (44 credit hours)**

<b>English/Communications (9 hours)</b>			<b>ATU equivalent</b>	<b>Hours</b>
ENGL	10103	Composition I	ENGL 1013 Composition I	3
ENGL	10203	Composition II	ENGL 1023 Composition II	3
SPCH	10003	Introduction to Oral Communications	COMM 2003 Public Speaking	3

**Note: Must earn "C" or better in ENG 1013 and ENG 1023.**

<b>Math (6 hours)</b>			<b>ATU equivalent</b>	<b>Hours</b>
MATH	11003	College Algebra	MATH 1113 College Algebra	3
MATH	22003	Calculus for Business	MATH 2243 Calculus for Business & Economics	3

**Note: Must earn "C" or better in MATH 1203.**

<b>U.S. History/Government (3 hours)</b>			<b>ATU equivalent</b>	<b>Hours</b>
HIST	21103	U.S. History I	HIST 2003 U.S. History to 1877	3
HIST	21203	U.S. History II	HIST 2013 U.S. History since 1877	3
PLSC	20003	American Government	POLS 2003 American Government	3

<b>Social Sciences (15 hours)</b>			<b>ATU equivalent</b>	<b>Hours</b>
HIST	11103	World Civilization I <b>OR</b>	HIST 1503 World History to 1500	3
HIST	11203	World Civilization II <b>AND</b>	HIST 1513 World History since 1500	3
SOCI	10103	Sociology <b>AND</b>	SOC 1003 Introductory Sociology	3
ECON	21003	Macroeconomics	ECON 2003 Principles of Macroeconomics	3
ECON	22003	Microeconomics	ECON 2013 Principles of Microeconomics	3

<b>Fine Arts/Humanities (6 hours)</b>			<b>ATU equivalent</b>	<b>Hours</b>
ARHS	10003	Art Appreciation <b>OR</b>	ART 2123 Experiencing Art	3
MUSC	10003	Music Appreciation <b>OR</b>	MUS 2003 Introduction to Music	3
THTR	10003	Theatre Appreciation <b>AND</b>	TH 2273 Introduction to Theater	3
ENGL	21103	World Literature I <b>OR</b>	ENGL 2003 Introduction to World Lit.	3
ENGL	21203	World Literature II	GEHM 2XXX General Education Humanities	3

<b>Lab Sciences (8 hours)</b>			<b>ATU equivalent</b>	<b>Hours</b>
BIOL	10104	Fundamentals of Biology	BIOL 1114 Principles of Biology <sup>1</sup>	4
PHSC	10004	Physical Science	PHSC 1013 Introduction to Physical Science <sup>1</sup> PHSC 1021 Physical Science Lab	4

**University of Arkansas Community College-Morrilton Courses**  
**Associate Degree Electives (18 credit hours)**

			<b>ATU equivalent</b>	<b>Hours</b>
BUSI	10103	Introduction to Business	BUAD 1111 Introduction to Business General Elective Credit	2 1
ACCT	20003	Accounting I	ACCT 2003 Accounting Principles I <i>and</i> ACCT 2000 Accounting Principles I Lab	3
ACCT	20103	Accounting II	ACCT 2013 Accounting Principles II	3
BLAW	20003	Business Law	BLAW 2033 Legal Environment of Business	3
CPSI	10003	Introduction to Computers	COMS 1003 Intro to Computer Based Systems <sup>1</sup>	3
MATH	21003	Introduction to Statistics	BUAD 2053 Statistics for Behavioral Sciences	3

**Arkansas Tech University Courses (61 credit hours)**

MATH	2223	Quantitative Business Analysis	3
BDA	2003	Business Problem Solving	3
ENGL	2053	Technical Writing	3
MGMT	3103	Operations Management	3
FIN	3063	Business Finance	3
MGMT	3003	Principles of Management	3
BDA	3003	Data Analytics Apps Development	3
BDA	3013	Business Spreadsheet Modeling	3
BDA	3053	Business Data Analysis	3
BDA	3033	Data Modeling and Management	3
MKT	3043	Principles of Marketing	3
MKT	3153	Marketing Research and Analytics	3
ECON	3093	Econometrics	3
BDA	4003	Business Intelligence	3
MGMT	4013	Management Information Systems	3
MGMT	4203	Project Management	3
MGMT	4083	Business Policy	3
		Approved Electives <sup>2</sup>	4
		Approved Electives <sup>3</sup>	6

<sup>1</sup> See appropriate alternatives or substitutions in “[General Education Requirements](#)”.

<sup>2</sup> Approved Electives: [BDA 4031](#) BDA Internship/[BDA 4032](#) BDA Internship/[BDA 4033](#) BDA Internship, [BDA 4073](#) Special Topics, [COMS 1013](#) Programming Foundations I and [COMS 1011](#) Programming Foundations I Lab, [COMS 1333](#) Web and Mobile Technologies, [FIN 4033](#) Financial Modeling, [HIM 4063](#) Organization and Administration, [MGMT 3113](#) Business Process Improvement, [MGMT 4103](#) Supply Chain Management, [MKT 3063](#) Social Media Marketing, [MKT 4103](#) Special Topics in Marketing, [PHIL 3103](#) Logic, [STAT 2304](#) Programming Languages for Data Science or higher STAT course.

<sup>3</sup> 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 any Approved Elective.
- [MKT 6103](#) Digital Marketing Strategy can replace any Approved Elective.
- [BDA 6323](#) Applied Predictive Analytics can replace [BDA 4003](#) Business Intelligence