

2025-2026 Degree Map-Bachelor of Science in Business Administration-Business Data Analytics

This map is a term-by-term sample course schedule. The milestones listed to the right of each term are designed to keep you on course to graduate in four years. The Sample Schedule serves as a general guideline to help you build a full schedule each term. See course descriptions and prerequisites at <https://catalog.atu.edu/>

#Prerequisite Courses: ENGL 0303 _____ MATH 0803 _____ MATH 1003 _____ MATH 0903 _____ MATH 1113 _____ MATH 1110 _____

Sample Schedule

Semester 1	Hrs.	Grade	Milestones/Notes
ENGL 1013-Comp I (ACTS=ENGL 1013)	3	#	Join a student organization or interest group
BUAD 1111-Intro to Business	1		
BUAD 2003-Business Information Systems	3		
MATH 2243-Calculus for Bus & Econs (ACTS=MATH 2203)	3	#	***May omit pre-req. of MATH 1113 if Math ACT is 22 or >
COMM 2173-Business/Prof. Speaking or	3		
COMM 2003-Public Speaking	3		
Fine Arts and Humanities	3		
Total hours	16	GPA	

Semester 2	Hrs.	Grade	Semester 2
ENGL 1023-Comp II (ACTS=ENGL 1023)	3	#	Attend a career fair to observe
Science with a Lab	4		
*BLAW 2033-Legal Environment of Business	3		
MATH 2223-Quantitative Business Analysis	3	#	Milestone
*BDA 2003-Business Problem Solving	3		
Total hours	16	GPA	

Semester 3	Hrs.	Grade	Semester 3
*ACCT 2004/2000-Accounting Principles I & Lab (ACTS=ACCT 2003)	4		Review your degree map with your academic advisor
*ECON 2003-Principles of Macroeconomics (ACTS=ECON2103)	3		
STAT 2163-Intro to Stat. Methods or	3		
PSY/SOC 2053-Stat for Behavioral Sciences	3		
Fine Arts and Humanities	3		Meet with faculty about career paths in your field
BDA 3013-Business Spreadsheet Modeling Fall Only	3		
Total hours	16	GPA	

Semester 4	Hrs.	Grade	Semester 4
*ACCT 2013-Accounting Principles II (ACTS=ACCT 2013)	3		*Must complete 18 hrs of LSSB foundation courses to enroll in 3000-4000 level business courses
*ECON 2013-Principles of Microeconomics (ACTS=ECON2203)	3		
Science with lab	4		
U.S. History/Government	3		
ENGL 2053-Technical Writing (ACTS=ENGL 2023)	3		Prereq: ENGL 1023
Total hours	16	GPA	BDA ADVISOR ASSIGNED

The Arkansas Course Transfer System (ACTS) is designed to assist in planning the academic progress of students. This system contains information about the transferability of courses within Arkansas public colleges and universities. The Arkansas Course Transfer System can be accessed by searching keyword "ACTS" at <https://adhe.edu/>

Shading indicates courses that would directly apply to the ABA-Business Admin degree

Fine Arts and Humanities ART 2123 Experiencing Art (ACTS=ARTA1003) MUS 2003 Survey of Music History (ACTS=MUSC1003) TH 2273 Introduction to Theatre (ACTS=DRAM 1003) ENGL/JOUR 2173 Introduction to Film ENGL 2003 Introduction to World Literature (ACTS=ENGL2113) ENGL 2013 Intro. to American Literature (ACTS=ENGL2653) PHIL 2003 Introduction to Philosophy (ACTS=PHIL1103) PHIL 2053 Introduction to Critical Thinking (ACTS=PHIL 1003) 1013 from SPAN, FR, GER, JPN, CHIN, or LAT 1023 from SPAN, FR, GER, JPN, CHIN, or LAT LEAD 2003 Ethics in Leadership	U.S. History & Government HIST 1903 Survey of American History HIST 2003 U.S. History to 1877 (ACTS=HIST2113) HIST 2013 U.S. History since 1877 (ACTS=HIST2123) POLS 2003 American Government (ACTS=PLSC2003) Science with Lab BIOL 1014- Intro. to Biological Science (ACTS= BIOL1004) BIOL/PHSC 1004- Principles of Environmental Science GEOL 1014- Physical Geology (ACTS= GEOL 1114) University Honors students should consult Course Catalog for appropriate Fine Arts/Humanities, US History/Government and Social Science options for University Honors Curriculum.
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Possible Careers: Data Collection/Mining, Experiment Design, Operations Research/Management, Banking and Finance

Sample Schedule

Semester 5	Hrs.	Grade	Milestones/Notes
MKT 3043-Principles of Marketing	3		Must complete a min. of 54 hrs & cumulative GPA of 2.00 to enroll in LSSB 3000-4000 level courses
MGMT 3003-Principles of Management	3		
BDA 3003-Data Analytics Apps Development Fall Only	3		
BDA 3033-Data Modeling and Management Fall Only	3		
Approved Electives	3		
			50% of LSSB courses must be completed at ATU
Total hours	15	GPA	

Semester 6	Hrs.	Grade	Semester 6
ECON 3093-Econometrics	3		Update résumé and LinkedIn with Career Services support
MGMT 3103-Operations Management	3		
Approved Elective	3		See Note 2
Approved Elective	3		Attend a career fair or networking event
BDA 3053- Business Data Analysis Spring only	3		
Total hours	15	GPA	APPLY FOR GRADUATION

Semester 7	Hrs.	Grade	Semester 7
Approved Elective	3		See Note 1 and 2
Approved Elective	3		Create a job search timeline (start 3-6 months early)
Elective	2		
FIN 3063-Business Finance	3		
MGMT 4013-Management Information Systems	3		Finalize résumé, cover letter, and references
Total hours	14	GPA	

Semester 8	Hrs.	Grade	Semester 8
MKT 3153-Marketing Research and Analysis Spring Only	3		Graduation Requirements: Min. hours 3000-4000 level courses: 40 No more than 4 PE activity hours Min. hours required:120 2.00+ GPA
MGMT 4083-Business Policy	3		
MGMT 4203-Project Management Spring Only	3		
BDA 4003-Business Intelligence Spring Only	3		
Total hours	12	GPA	

General Electives: 2 hours 1000-4000 level

LSSB= Lemoyne Smith School of Business

indicates a "C" or better is required

Note 1: 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: <ul style="list-style-type: none"> 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 	Approved Electives Note 2: MGMT 3113 Business Process Improvement, BDA 4031-3 BDA Internship, BDA 4073 Special Topics, MKT 4013 Digital Metrics, FIN 4033 Financial Modeling, COMS 1333 Web and Mobile Technologies, COMS 1013/1011 Programming I, 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.
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