ACCOUNTING, FINANCE & ECONOMICS

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION IN BUSINESS DATA ANALYTICS

Business Data Analytics applies knowledge and skills in business, math, and technology to solve some of today's toughest problems. Students learn to apply quantitative reasoning, critical thinking, and high ethical standards to real world situations. Graduates in this major are able to analyze both small and big data sets to develop business insights to guide decision making. Analysts see trends, identify opportunities, and make predictions that allow businesses to survive and thrive in a competitive, rapidly changing environment. People who can make sense of the numbers and have strong data-driven decision making skills are highly sought after in organizations of all sizes and across all industries. The goal of the BDA program is to have students ready to contribute to the organization's bottom line from day one.

Curriculum

The matrix below is a sample plan for all coursework required for this program.

Freshman

Fall	Credits
ENGL 1013 Composition I [1]	3
BUAD 1111 Introduction to Business	1
BUAD 2003 Business Information Systems	3
MATH 2243 Calculus for Business and Economics	3
COMM 2173 Business and Professional Speaking or COMM 2003 Public Speaking	3
FAH 1XXX Fine Arts and Humanities Courses [1]	3
Total Hours	**16**

Spring	Credits
ENGL 1023 Composition II [1]	3
SCIL 1XXX Science with Laboratory [1]	4
BLAW 2033 Legal Environment of Business	3
MATH 2223 Quantitative Business Analysis	3
BDA 2003 Business Problem Solving	3
Total Hours	**16**

Sophomore

Fall	Credits
ACCT 2004 Accounting Principles I and ACCT 2000 Accounting Principles I Lab	4
ECON 2003 Principles of Macroeconomics	3
STAT 2163 Introduction to Statistical Methods or PSY 2053 Statistics for the Behavioral Sciences/SOC 2053 Statistics for the Behavioral Sciences	3
BDA 3013 Business Spreadsheet Modeling	3
FAH 1XXX Fine Arts and Humanities Courses [1]	3

Fall	Credits
Total Hours	**16**

Spring	Credits
ACCT 2013 Accounting Principles II	3
ECON 2013 Principles of Microeconomics	3
SCIL 1XXX Science with Laboratory [1]	4
USHG 1XXX U.S. History and Government [1]	3
ENGL 2053 Technical Writing	3
Total Hours	**16**

Junior

Fall	Credits
MKT 3043 Principles of Marketing	3
Approved Elective [2]	3
MGMT 3003 Principles of Management	3
BDA 3003 Data Analytics Apps Development	3
BDA 3033 Data Modeling and Management	3
Total Hours	**15**

Spring	Credits
MGMT 3103 Operations Management	3
ECON 3093 Econometrics	3
BDA 3053 Business Data Analysis	3
Approved Elective [2]	6
Total Hours	**15**

Senior

Fall	Credits
Approved Elective [2, 3]	6
MGMT 4013 Management Information Systems [3]	3
FIN 3063 Business Finance	3
Elective	2
Total Hours	**14**

Spring	Credits
MKT 3153 Marketing Research and Analysis [3]	3
MGMT 4083 Business Policy	3
MGMT 4203 Project Management	3
BDA 4003 Business Intelligence [3]	3
Total Hours	**12**

[1]See appropriate alternatives or substitutions in "General Education Requirements".

[2]Approved 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 can replace MKT 3153 Marketing Research and Analysis
- MGMT 6203 can replace MGMT 4103 Supply Chain Management
- MKT 6103 can replace MKT 4013 Digital Metrics
- BDA 6323 can replace BDA 4003 Business Intelligence