

2023-2024 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 <http://www.atu.edu/catalog/>

Employment Information: Market Research Analyst, Operations Research Analyst, Data Analyst, Logistics Analyst, and Securities/Commodities Sales Agent.

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

Sample Schedule

Semester 1	Hrs.	Grade	Milestones/Notes	Semester 1
ENGL 1013-Comp I (ACTS=ENGL 1013)	3	#		
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	
COMM 2173-Business/Prof. Speaking or	3		if math ACT is 22 or >.	
COMM 2003-Public Speaking	3			
Fine Arts and Humanities	3			
Total hours	16	GPA		
Semester 2	Hrs.	Grade	Milestones/Notes	Semester 2
ENGL 1023-Comp II (ACTS=ENGL 1023)	3	#		
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	Milestones/Notes	Semester 3
*ACCT 2004/2000-Accounting Principles I & Lab (ACTS=ACCT 2003)	4	#		
*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			
BDA 3013-Business Spreadsheet Modeling Fall Only	3			
Total hours	16	GPA		
Semester 4	Hrs.	Grade	Milestones/Notes	Semester 4
*ACCT 2013-Accounting Principles II (ACTS=ACCT 2013)	3		*Must complete 18 hrs of COB 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	U.S. History & Government
ART 2123 Experiencing Art (ACTS=ARTA1003)	HIST 1903 Survey of American History
MUS 2003 Introduction to Music (ACTS=MUSC1003)	HIST 2003 U.S. History to 1877 (ACTS=HIST2113)
TH 2273 Introduction to Theatre (ACTS=DRAM 1003)	HIST 2013 U.S. History since 1877 (ACTS=HIST2123)
ENGL/JOUR 2173 Introduction to Film	POLS 2003 American Government (ACTS=PLSC2003)
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	

University Honors students should consult Course Catalog for appropriate Fine Arts/Humanities, US History/Government and Social Science options for University Honors Curriculum.

Sample Schedule

Semester 5	Hrs.	Grade	Milestones/Notes	Semester 5
MKT 3043-Principles of Marketing	3		Must complete a min. of 54 hrs & cumulative GPA of 2.00 to enroll in COB 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			
Total hours	15	GPA	50% of COB courses must be completed at Tech.	
Semester 6	Hrs.	Grade	Milestones/Notes	Semester 6
ECON 3093-Econometrics	3			
MGMT 3103-Operations Management	3			
Approved Elective	6			
BDA 3053- Business Data Analysis Spring only	3	#		
Total hours	15	GPA	APPLY FOR GRADUATION	

Semester 7	Hrs.	Grade	Milestones/Notes	Semester 7
Approved Elective	6			
Elective	2			
FIN 3063-Business Finance	3			
MGMT 4013-Management Information Systems	3			
Total hours	14	GPA		

Semester 8	Hrs.	Grade	Milestones/Notes	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: 3 hours 1000-4000 level

indicates a "C" or better is required

Approved Electives

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.

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