

BUSINESS DATA ANALYTICS, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

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.

Course	Title	Hours
Freshman		
Fall		
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 or COMM 2003	Business and Professional Speaking or Public Speaking	3
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
Hours		16
Spring		
ENGL 1023	Composition II ¹	3
SCIL 1XXX	Science with Laboratory	4
BLAW 2033	Legal Environment of Business	3
MATH 2223	Quantitative Business Analysis	3
BDA 2003	Business Problem Solving	3
Hours		16
Sophomore		
Fall		
ACCT 2004 & ACCT 2000	Accounting Principles I and Accounting Principles I Lab	4
ECON 2003	Principles of Macroeconomics	3
STAT 2163 or PSY/SOC 2053	Introduction to Statistical Methods or Statistics for the Behavioral Sciences	3
BDA 3013	Business Spreadsheet Modeling	3
FAH 1XXX	Fine Arts and Humanities Courses ¹	3
Hours		16
Spring		
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
Hours		16
Junior		
Fall		
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
Hours		15
Spring		
MGMT 3103	Operations Management	3
ECON 3093	Econometrics	3
BDA 3053	Business Data Analysis	3
Approved Elective ²		6
Hours		15
Senior		
Fall		
Approved Elective ^{2,3}		6
MGMT 4013	Management Information Systems ³	3
FIN 3063	Business Finance	3
Elective		2
Hours		14
Spring		
MKT 3153	Marketing Research and Analysis ³	3
MGMT 4083	Business Policy	3
MGMT 4203	Project Management	3
BDA 4003	Business Intelligence ³	3
Hours		12
Total Hours		120

¹ See appropriate alternatives or substitutions in "General Education Requirements (<https://catalog.atu.edu/undergraduate/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 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