

BUSINESS DATA ANALYTICS, BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Dr. Matt Brown, Interim Associate Dean

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Curriculum

Course	Title	Hours	Completed
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			
MGMT 4013	Management Information Systems	3	_____
FIN 3063	Business Finance	3	_____
Approved Elective ^{2,3}		6	
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 1 See appropriate alternatives or substitutions in "General Education Requirements (<https://catalog.atu.edu/undergraduate/general-education-requirements/>)".

² 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 3033 Principles of Real Estate, 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.

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 any Approved Elective.
- MKT 6103 Digital Marketing Strategy can replace any Approved Elective.
- BDA 6323 Applied Predictive Analytics can replace BDA 4003 Business Intelligence