

# B.S. IN BUSINESS ANALYTICS

*College of Business and Public Management*

## Curriculum

Code	Title	Credits
<b>GENERAL EDUCATION REQUIREMENTS</b> ( <a href="http://catalog.wcupa.edu/undergraduate/general-education-requirements/">http://catalog.wcupa.edu/undergraduate/general-education-requirements/</a> )		
<b>Academic Foundations</b>		
	First Year Experience requirement	4
	English Composition requirement	6-7
	Mathematics requirement <sup>1</sup>	3-4
Select one of the following:		
MAT 113	Algebra and Functions	
MAT 115	Algebra, Functions, and Trigonometry	
MAT 131	Precalculus	
MAT 143	Brief Calculus <sup>2</sup>	
MAT 161	Calculus I <sup>2</sup>	
	Interdisciplinary requirement	3
	Diverse Communities requirement	3
	Ethics requirement	3
<b>Distributed Disciplinary Foundations</b>		
	Science requirement <sup>4</sup>	6-8
GEO 104	Introduction to Geospatial Technology and Analytics	
	or CSC 112 Programming & Data Science	
	Behavioral & Social Science requirement	6
ECO 111	Principles of Economics (Macro) <sup>1, 5</sup>	
	Humanities requirement	6
Select one of the following:		
PHI 101	Introduction to Philosophy	
PHI 150	Critical Thinking and Problem Solving	
PHI 180	Introduction to Ethics	
	Arts requirement	3
<b>ADDITIONAL BACCALAUREATE REQUIREMENTS</b> ( <a href="http://catalog.wcupa.edu/undergraduate/general-education-requirements/">http://catalog.wcupa.edu/undergraduate/general-education-requirements/</a> )		
<b>University Requirements</b>		
	Writing Emphasis requirement	9
	Speaking Emphasis requirement	9
SPK 208	Public Speaking	
	or SPK 230 Business and Professional Speech Communication	
<b>Degree Requirements</b>		
	Capstone requirement	1-15
<b>MAJOR REQUIREMENTS</b>		
<b>Pre-Business Requirements</b> <sup>1, 5</sup>		
ECO 111	Principles of Economics (Macro)	3
ECO 112	Principles of Economics (Micro)	3
ACC 201	Financial Accounting	3
ECO 251	Business Analytics I	3
MAT 143	Brief Calculus	3-4
	or MAT 161 Calculus I	
MGT 200	Principles of Management	3
MKT 250	Principles of Marketing	3
<b>Business Core</b> <sup>1, 6</sup>		
ACC 202	Managerial Accounting	3

BLA 201	Legal Environment of Business	3
ECO 351	Business Analytics II	3
FIN 325	Corporate Finance	3
MGT 313	Business and Society	3
MGT 341	Production and Operations Management	3
MGT 499	Business Policy and Strategy	3
<b>BUA Required Courses</b> <sup>1, 6</sup>		
GEO 325	Intro Business GIS	3
	or ACC 330 Accounting Data Analytics	
FIN 336	Python for Business Analytics	3
	or ECO 361 Business Analytics Using R	
FIN 385	Data Mining with Python	3
	or ECO 362 Data Mining with R	
MGT 411	Communicating Business Insights and Ethics in Big Data	3
MKT 368	Customer Database Management	3
	or MIS 300 Introduction to Management Information Systems	

<b>BUA Electives</b> <sup>1</sup>		
Select 6 credits of electives from either 1) BUA required courses that have not already been completed, 2) additional 300/400-level BUA courses, or 3) the following list:		
ACC 330	Accounting Data Analytics	
ECO 370	The Economics of Health Care	
ECO 371	Business Forecasting	
FIN 346	Equity Asset Valuation	
FIN 360	Financial Analysis Using Excel	
GEO 325	Intro Business GIS	
GEO 401	Internet Mapping	
GEO 425	Business GIS Applications	
GEO 427	Geodatabase System	
MIS 301	Introduction to Business's Software	
MIS 302	Data Analytics	
MIS 303	Simulation	
MKT 360	Marketing Research	
MKT 365	Marketing Analytics	
MKT 369	Artificial Intelligence for Business	
SCM 351	Supply Chain Management	

<b>Student Electives</b>		
Complete as many additional credits required to reach 120 total credits.		
<b>Capstone Requirement</b>		
BUA 400	Senior Seminar in Business Analytics	3
	<sup>1, 3</sup>	
<b>Total Minimum Credits Required</b>		<b>120</b>

<sup>1</sup> A minimum grade of C is required in these courses.

<sup>2</sup> If either of these MAT courses is completed with a grade of C or better to fulfill general education requirements, then a free elective may be substituted.

<sup>3</sup> This course fulfills the Capstone requirement.

<sup>4</sup> Internal/external transfer students who have already taken two approved general education science classes are exempt from CSC 112 or GEO 104.

<sup>5</sup> Must be completed prior to applying to any business major.

<sup>6</sup> A minimum GPA of 2.50 is required to register for 300- or 400-level business classes.