B.S. IN BUSINESS ANALYTICS

Curriculum

Code	Title	Credits
GENERAL EDUCATION REQUIREMENTS (https://catalog.wcupa.edu/undergraduate/general-education-requirements/)		
Academic Foundations		
First Year Experience requirement		4
English Composition requirement		6-7
Mathematics requirement [1]		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 [2]	
MAT 161	Calculus I [2]	
Interdisciplinary requirement		3
Diverse Communities requirement		3
Ethics requirement		3
Distributed Disciplinary Foundations		
Science requirement [4]		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) [1,5]	
Humanities requirement		6
Select one of the following:		
PHI 101	World Philosophies	
PHI 150	Critical Thinking and Problem Solving	
PHI 180	Introduction to Ethics	
Arts requirement		3
ADDITIONAL BACCALAUREATE REQUIREMENTS (https://catalog.wcupa.edu/undergraduate/general-education-requirements/)		
University Requirements		
Writing Emphasis requirement		9
Speaking Emphasis requirement		9
SPK 208	Public Speaking	
or SPK 230	Business and Professional Speech Communication	
Degree Requirements		
Capstone requirement		1-15
MAJOR REQUIREMENTS		
Pre-Business Requirements [1,5]		
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
Business Core [1,6]		
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
BUA Required Courses [1,6]		
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	
BUA Electives [1]		
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:		6
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	
Student Electives		
Complete as many additional credits required to reach 120 total credits.		
Capstone Requirement		
BUA 400	Senior Seminar in Business Analytics [1,3]	3
Total Minimum Credits Required		**120**

[1] A minimum grade of C is required in these courses.

[2] 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.

[3] This course fulfills the Capstone requirement.

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

[5] Must be completed prior to applying to any business major.

[6] A minimum GPA of 2.50 is required to register for 300- or 400-level business classes.

Accelerated B.S. in Business Analytics to M.S. in Geography Program

Students must apply to the Accelerated M.S. in Geography program after successful completion of 60 undergraduate credits with a 3.0 minimum GPA. Students may substitute up to 12 graduate credits for student electives to satisfy the B.S. program requirements.

Code	Title	Credits
Free Electives [1]		
GEO 502	Topical Seminar in Geography	
GEO 505	Planning Design	
GEO 506	Seminar in Physical Geography	
GEO 507	Internet Applications of Geographic Information Systems	
GEO 509	Quantitative Methods in Planning/ Geography	
GEO 521	Suburbanization and Land Development	
GEO 524	Population Processes	
GEO 525	Urban and Regional Planning	
GEO 531	Transportation Planning	
GEO 534	Geographic Information Systems	
GEO 538	Environmental Modeling with Geographic Information Systems	
GEO 556	Introduction to Business GIS	
GEO 572	Seminar in Resource Management	
GEO 577	Geodatabases	
GEO 584	Applications of Geographic Information Systems	
GEO 585	Geography Field Methods	
PLN 527	Planning Law and Organization	
PLN 528	Economic Development Planning	
PLN 536	Environmental Planning	
PLN 554	Housing and Planning in America	

[1] Any of the Department's 500-level courses may count towards the 12 graduate credits allowed. Department clearance is required for Undergraduate students to add Graduate courses to their schedule.

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