BUSINESS ADMINISTRATION (Data Analytics Track), B.A.
120 credits required for graduation

GENERAL EDUCATION CORE
BASIC REQUIREMENTS
(6 credits)
Composition and Rhetoric
EN 103 Composition and Rhetoric I
EN 104 Composition and Rhetoric II

MODES OF THINKING (12 credits)
Literature (Select one)
EN 110, EN 112, EN 115
Mathematics (Select one)
MA 110, MA 111
Natural Science
BI 209
Philosophy
PL 109
Social Sciences (Satisfied by Major – EC 209)

CULTURAL LITERACY (18 credits)
Humanities I and II. Preferably select a set (e.g., HI 201/202). However, a combination (e.g., PO 201 + HI 214) is acceptable.
Hum. I: HI 201, PO 201, HI 213
Hum. II: HI 202, PO 202, HI 214, HI 262
Humanities III: Great Works of Art & Music
Humanities IV: Great Works of Literature

Foreign Language/World Cultures
(Select either two of the same language, any two WC, or one WC and one approved course with international study)

CHRISTIAN VALUES AND THEOLOGY
(9 credits)
Catholic Theology
TH 109
Intermediate Theology (200/300 level TH)
TH __
Values Seminar
__ __

MAJOR (48 credits)
AB 217: Financial Accounting
AB 219: Managerial Accounting
AB 272: The Legal Environment of Business
EC 209: Principles of Macroeconomics
EC 210: Principles of Microeconomics
FN 330: Corporate Finance
OR FN 331: Financial Management
MG 100: Introduction to Business
MG 201: Principles of Management
MG 220: Data Analysis
MG 226: Intro to Data Analytics and AI
MG 233: Business Communication Skills
MG 310: New Ventures, Inc.
MG 340: International Business
MG 452: Business Policy Formulation
MK 201: Principles of Marketing
MK 215: Sales and Sales Management

DATA ANALYTICS TRACK (12 credits)
CS 260: Databases & Data Visualization
MI 353: Statistical Analysis & Predictive Modeling
MI 462: Applied AI Platforms & Projects
MK410: Marketing Research

FREE ELECTIVES (as needed)
__ __ __ __
__ __ __ __
__ __ __ __
__ __ __ __

For the most up-to-date record of progress toward completion of degree requirements, students should use the Academic Evaluation tool, which is listed under the Academic Planning heading in WebAdvisor.

M. Yergey, Assistant Dean of Adult and Continuing Education
Effective fall 2022