**BUSINESS ADMINISTRATION (Data Analytics Track), B.A.**

Minimum of 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 (9 credits)**
- Literature (Select one)
  - EN 110, EN 112, EN 115
- Mathematics (Satisfied by Major – 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 (51 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
- MA 111: Probability and Statistics
- 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
- MK 410: 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 2023*