

Name: _____

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

40 courses of three or more credits and 3 one-credit PE courses

GENERAL EDUCATION CORE

BASIC REQUIREMENTS (2 courses and 3 one-credit PE courses)

- Composition and Rhetoric
- EN 103 Composition and Rhetoric I
 - EN 104 Composition and Rhetoric II
- Physical Education Courses
- PE 100
 - PE _____
 - PE _____

MODES OF THINKING (4 courses)

- Literature (Select one)
- EN 110, EN 112, EN 115
- Mathematics
- MA 111: Probability & Statistics
- Natural Science (Select one)
- BI 209, 210, 211, 242, CH 209, PH 209
- Philosophy
- PL 109
- Social Sciences (**Satisfied by Major – EC 209**)

CULTURAL LITERACY (6 courses)

- 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
(See Master Schedule of Day Classes)
- _____
- Humanities IV: Great Works of Literature
(See Master Schedule of Day Classes)
- _____
- 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

- (3 courses)
- Catholic Theology
- TH 109
- Intermediate Theology (200/300 level TH)
- TH _____
- Values Seminar
(See Master Schedule of Day Classes)
- _____

MAJOR

- 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
- MG 4000: Business Capstone
- MK 201: Principles of Marketing
- MK 215: Sales and Sales Management

Data Analytics Track: (4 courses)

- CS 260: Databases & Data Visualization
- MI 353: Statistical Analysis and Predictive Modeling
- MI 462: Applied AI Platforms & Projects
- MK 410: Marketing Research

ELECTIVES

(As needed to complete 40-course req.)

- | | |
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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.

DE SALES UNIVERSITY

Typical Program: BUSINESS ADMINISTRATION (Data Analytics Track), B.A.

FALL SEMESTER

SPRING SEMESTER

FIRST YEAR

Composition and Rhetoric I (EN 103)
Probability and Statistics (MA 111)
Free Elective
Introduction to Business (MG 100)
Foreign Language/World Cultures
Lifetime Fitness and Wellness (PE 100)

...or...

Composition and Rhetoric II (EN 104)
Principles of Management (MG 201)
Principles of Marketing (MK 201)
Philosophy MOT (PL 109)
Foreign Language/World Cultures
Physical Education (Activity)

SECOND YEAR

Humanities 1 (HI 201 or PO 201)
Financial Accounting (AB 217)
Principles of Macroeconomics (EC 209)
Business Communication Skills (MG 233)
Sales and Sales Management (MK 215)
Physical Education (Activity)

...or...

Humanities 2 (HI 202 or PO 202)
Managerial Accounting (AB 219)
Principles of Microeconomics (EC 210)
Data Analysis (MG 220) *
Catholic Theology (TH 109)

THIRD YEAR

Literature MOT
Intro to Data Analytics and AI (MG 226)
Natural Science (MOT)
Intermediate Theology (200-400)
Financial Management (FN 330 or 331)

... or ...

...or...

Humanities 3
New Ventures, Inc. (MG 310)
Legal Environment of Business (AB 272)
Statistical Analysis & Predictive Modeling (MI 353)
Databases & Data Visualization (CS 260)

FOURTH YEAR

International Business (MG 340)
Humanities 4
Applied AI Platforms & Projects (MI 462)
Free elective
Marketing Research (MK 410)

Business Policy Formulation (MG 451) *3 credits*
Business Capstone (MG 4000) *1 credit*
Values seminar
Free Elective
Free Elective

*MG 220 is a prerequisite for MG 226

- A. Koefler, Director of the Academic Success Center
Effective fall, 2021