

Name: \_\_\_\_\_

**BASED ON CREDITS**

**MANAGEMENT (Data Analytics Track), B.A.**

121 credits and Three 1-credit PE courses

**GENERAL EDUCATION CORE**

**BASIC REQUIREMENTS**

**(6 credits and three 1-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 (12 credits)**

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 (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 (49 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 325: Operations Management
- MG 340: International Business
- MG 400: Organizational Behavior
- MG 452: Business Policy Formulation
- MG 4000: Business Capstone – 1 Credit
- MK 201: Principles of Marketing

**DATA ANALYTICS TRACK (12 credits)**

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

**FREE ELECTIVES (15 credits)**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**OPTIONAL MINOR**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**DE SALES UNIVERSITY**  
**Example Plan: MANAGEMENT (Data Analytics), B. A.**

**FIRST YEAR**

**FALL SEMESTER (15 credits and 1-credit PE)**

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)

**SPRING SEMESTER (15 credits and 1-credit PE)**

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**

**FALL SEMESTER (15 credits and 1-credit PE)**

Financial Accounting (AB 217)  
Principles of Macroeconomics (EC 209)  
Humanities I  
Literature MOT  
Business Communication Skills (MG 233)  
Physical Education (Activity)

**SPRING SEMESTER (15 credits)**

Managerial Accounting (AB 219)  
Principles of Microeconomics (EC 210)  
Humanities II  
Data Analysis (MG 220) \*  
Catholic Theology (TH 109)

**THIRD YEAR**

**FALL SEMESTER (15 credits)**

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

...or...

**SPRING SEMESTER (15 credits)**

International Business (MG 340)  
Operations Management (MG 325)  
Legal Environment of Business (AB 272)  
Statistical Analysis & Predictive Modeling (MI 353)  
Databases & Data Visualization (CS 260)

**FOURTH YEAR**

**FALL SEMESTER (15 credits)**

Organizational Behavior (MG 400)  
Humanities IV  
Applied AI Platforms & Projects (MI 462)  
Free Elective  
Marketing Research (MK 410)

**SPRING SEMESTER (16 credits)**

Business Policy Formulation (MG 452)  
Business Capstone (MG 4000) - 1 credit  
Values Seminar  
Free Elective  
Free Elective  
Free Elective

\* MG 220 is a prerequisite for MG 226

A. Koefer, Director of the Academic Success Center  
Effective fall, 2022