

B.B.A. Data Analytics

2023-24

WEBSITE

<https://www.swau.edu/academics/data-analytics/>

DEPARTMENT PERSONNEL

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The Bachelor of Business Administrations degree (BBA) with a concentration in Data Analytics is one of many BBA's offered by the Southwestern Adventist University's Department of Business. The goal of the Business Department is to prepare the student for a career in business, guiding them in obtaining the abilities needed to succeed in their chosen area. The student will develop competencies in integrity, research and critical thinking, communications, leadership, & professional skills through classroom instruction and activities, projects, case studies, interaction with professionals from the community, and other methods.

Job Market

Data Analytics majors will find jobs such as financial analysts, market research analysts, management analysts, business intelligence analysts, medical and health care analysts, social media analysts, and operations analysts to name a few. Individuals can work in most any field they choose, as every industry currently relies on data analysis. Some of our graduates choose to continue their education in graduate school resulting in successful careers in many fields at an even higher level.

Job Outlook

According to the U.S. Bureau of Labor Statistics, between the years 2021 and 2031 there will be an increase of about 24,200 (23%) jobs for Operations Research Analysts, much faster growth than the average for all occupations. Market Research Analysts will find about 150,300 jobs between 2021-2031, while Management Analyst occupations will add 108,400 jobs during that time period.

Earnings

Earnings potential for graduates with Data Analytics degrees vary widely depending on many factors including the geographic location, the industry you choose, position, skills and experience. According to the U.S. Bureau of Labor Statistics (2021), the median annual income of Operations Research Analysts is \$82,360, while Management Analysts earn a median salary of \$93,000. Market Research analysts earn a median salary of \$63,920.



Business Core Courses

Required of all BBA students.

**BUAD 202 is required of all Freshman BBA majors. Junior level transfer students may substitute a business elective for this class with approval from their advisor.*

Southwestern students who are changing from another major to a BBA are also required to take BUAD 202 unless their advisor recommends an alternative.

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
ACCT 212	Accounting Principles II	3
BUAD 202	Introduction to Contemporary Business	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 270	Management Information Systems	3
BUAD 275	Introduction to Data Analytics	3
BUAD 301	Principles of Management	3
BUAD 311	Business Law	3
BUAD 460	Ethics and Business Social Responsibility	3
	BUAD 466 or ECON 401	3
BUAD 472	Business Policies and Strategies	3
ECON 211	Macroeconomics	3
ECON 212	Microeconomics	3
FNCE 321	Business Finance	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3
	Sub-Total Credits	48

Data Analytics Concentration

Item #	Title	Credits
BUAD 355	Introduction to Data Visualization	3
BUAD 365	Database Management and Data Mining	3
BUAD 465	Applied Decision Theory	3
MKTG 345	Database Marketing	3
	Sub-Total Credits	12

Data Analytics Core Electives Choose 2 classes

Item #	Title	Credits
CSIS 110	Principles of Computer Programming I	3
CSIS 111	Principles of Computer Programming II	3
CSIS 211	Data Structures and Algorithms	3
MKTG 270	Social Media Strategy	3
MKTG 350	Consumer Behavior	3
MKTG 442	PR Campaign Planning and Execution	3
MKTG 443	Marketing Research	3
	Sub-Total Credits	6

Cognate Requirements

****BUAD 317** may be taken as an alternative to **COMM 111** and also fulfill the communication competency requirement.

Item #	Title	Credits
COMM 111	Speech	3
CSIS 106	Comprehensive Spreadsheets	3
MATH 141	Introduction to Probability and Statistics	3
	Sub-Total Credits	9

Sample 4 Year Curriculum

General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

First Year First Semester

Item #	Title	Credits
BUAD 202	Introduction to Contemporary Business	3
CSIS 106	Comprehensive Spreadsheets	3
ENGL 121	Freshman Composition	3
UNIV 111	Wellness for Life	2
	Life and Physical Science GE Requirement	4
	Sub-Total Credits	15

First Year Second Semester

Item #	Title	Credits
MATH 141	Introduction to Probability and Statistics	3
	Fine Arts GE Requirement	3
	History GE Requirement	3
	Life and Physical Science GE Requirement	4
	Religion GE Requirement	3
	Sub-Total Credits	16

Second Year First Semester

Item #	Title	Credits
ACCT 211	Accounting Principles I	3
BUAD 270	Management Information Systems	3
ECON 211	Macroeconomics	3
ENGL 220	Research Writing	3
	History GE Requirement	3
	Sub-Total Credits	15

Second Year Second Semester

Item #	Title	Credits
ACCT 212	Accounting Principles II	3
BUAD 211	Profiles of Entrepreneurship	3
BUAD 275	Introduction to Data Analytics	3
ECON 212	Microeconomics	3
	Religion GE Requirement	3
	Sub-Total Credits	15

Third Year First Semester

Item #	Title	Credits
BUAD 301	Principles of Management	3
IBUS 319	International Business	3
MKTG 343	Principles of Marketing	3
MKTG 345	Database Marketing	3
	Kinesiology GE Requirement	1
	Sub-Total Credits	16

Third Year Second Semester

Item #	Title	Credits
BUAD 311	Business Law	3
BUAD 317	Business Communication	3
BUAD 355	Introduction to Data Visualization	3
BUAD 365	Database Management and Data Mining	3
	Kinesiology GE Requirement	1
	Religion GE Requirement	3
	Sub-Total Credits	16

Fourth Year First Semester

Item #	Title	Credits
BUAD 460	Ethics and Business Social Responsibility	3
	BUAD 466 or ECON 401	3
	Data Analytics Elective	3
	Data Analytics Elective	3
	Literature GE Requirement	3
	Sub-Total Credits	15

Fourth Year Second Semester

Item #	Title	Credits
BUAD 465	Applied Decision Theory	3
BUAD 472	Business Policies and Strategies	3
	Data Analytics Elective	3
	Data Analytics Elective	3
	Religion GE Requirement	3
	Sub-Total Credits	15