

B.B.A. Data Analytics

2020-21



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	Applied Advertising and Public Relations	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>