

B.B.A. Data Analytics

The BBA in Data Analytics will give students an overview of the various methodologies of data analytics with a specific focus on data collection, preparation, storage, mining, and visual presentation with the express purpose of improving business outcomes. Students will explore various methodologies for extracting value from data using computer software to identify key factors that will improve business outcomes. Students will also learn to apply statistical models to economic data.

General Education Requirements for all Bachelor's degrees

Quality Enhancement Plan (QEP) Requirement

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

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

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

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
	Total credits:	69

Category Descriptions

BUAD 466 or ECON 401

Credits: 3

Item #	Title	credits
BUAD 466	Production and Operations Management	3
ECON 401	Managerial Economics	3