

BBA MAJOR IN DATA ANALYTICS

Code	Title	Hours
General Education Component (https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/)		
Area I. Written Composition ²		6
Select one six semester hour sequence from the following:		
EN 111 & EN 112	First-Year Composition I and First Year Composition II	
EN 111H & EN 112H	First-Year Composition Honors I and First-Year Composition Honors II	
Area II. Humanities and Fine Arts ²		12
COM 201 or COM 211	Fundamentals of Speech Business and Professional Speaking	
PHL 250	Business Ethics	
Select three semester hours from the following:		
EN 211	Survey of British Literature	
EN 212	Survey of British Literature	
EN 221	American Literature through Whitman	
EN 222	American Literature from Whitman to the Present	
EN 231	Literature of the World I	
EN 232	Literature of the World II	
Select three semester hours from the following:		
AR 170	Art Appreciation	
AR 281	Art History Survey I ¹	
AR 282	Art History Survey II ¹	
CAT 133	Cinema Appreciation	
EN 255	Creative Writing Appreciation	
MU 222	Music Appreciation	
MU 244	Survey of Music Literature ¹	
CAT 210	Theatre Appreciation	
Area III. Natural Sciences and Mathematics ²		11
Select three semester hours from the following:		
MA 110	Finite Mathematics	
MA 112	College Algebra	
MA 113	College Trigonometry	
MA 115	Pre-Calculus Algebra and Trigonometry	
MA 125	Calculus I	
MA 126	Calculus II	
MA 227	Calculus III	
MA 237	Linear Algebra	
MA 238	Applied Differential Equations I	
Select eight semester hours from the following:		
BI 101	Introductory Biology	
BI 102	Human Biology	
BI 111	Principles of Biology	
BI 112	Principles of Biology	
CH 101	Introductory Chemistry	
CH 101L	Introductory Chemistry Laboratory	

CH 102	Introduction to Organic and Biochemistry	
CH 102L	Introduction to Organic and Biochemistry Laboratory	
CH 111	General Chemistry	
CH 111L	General Chemistry Laboratory	
CH 112	General Chemistry	
CH 112L	General Chemistry Laboratory	
ES 131	Earth Science/Physical Geology	
ES 131H	Honors Earth Science/Physical Geology	
ES 132	Historical Geology	
ES 133	Earth Science/Earth Systems	
ES 146	Sustainable Earth	
ES 251	Environmental Systems	
GE 111	Physical Geography: Weather and Climate	
GE 112	Physical Geography-Landforms	
PH 101	Interactive Physics	
PH 121	Introductory Physics	
PH 125	Descriptive Astronomy	
PH 241	General Physics I	
PH 242	General Physics II	
PH 251	Technical Physics I	
PH 252	Technical Physics II	
Area IV. History, Social and Behavioral Sciences ²		12
EC 251 & EC 252	Principles of Macroeconomics and Principles of Microeconomics	
Select one six semester hour sequence from the following:		
HI 101 & HI 102	Survey of World Civilization to 1500 and Survey of World Civilization since 1500	
HI 201 & HI 202	United States History to 1877 and United States History since 1877	
Area V Pre-BBA Foundation		27
AC 291 & AC 292	Accounting Concepts I and Accounting Concepts II	
BL 240	The Legal Environment of Business	
CS 135	Computer Skills for Problem-Solving	
CIS 148	Information Analysis	
CIS 236	Information Systems in Organizations	
DA 291 & DA 292	Statistical Process Control and Statistical Analysis for Business	
MG 200	Professional Development for Career Success	
BBA Core		
FI 393	Financial Management	3
MG 331	Leadership and Organizational Behavior	3
MG 382W	Business Communication	3
MG 395	Supply Chain and Operations Management	3
MG 498	Strategic Management	3
MK 360	Principles of Marketing	3
Data Analytic Major Requirements		
CIS 225	Introduction to Object-Oriented Programming	3
CIS 366	Database Development and Management	3
DA 295	Quantitative Methods in Business and Economics	3
DA 360	Introduction to Data Analytics	3
DA 460	Techniques in Data Mining	3

DA 461	Optimization and Machine Learning	3
DA 462	Projects in Data Analytics	3

Choose 6 hours of major specific electives from the following list: ^{This} 6
could be 6-8 hours depending on whether 4 hour science courses are chosen.

BI 406	Microbial Ecology and Evolution
BI 421	Ecology
BI 423	Aquatic Ecology
CS 155	Computer Science I
CS 255	Computer Science II
CIS 289	Introduction to Human Computer Interaction/User Experience (HCI/UX)
CIS 445	Advanced Database Management Systems
DA 480	Data Analytics Internship
DA 495	Mathematical Economics
EC 340	Economics of the Firm
ES 365	Data Analysis in Geophysics
FI 410	Financial Modeling
MA 237	Linear Algebra
MA 447	Mathematical Statistics I
MA 448	Mathematical Statistics II
MG 440	Applied Managerial Decision Making and Analysis
PS 301W	Political Science Scope and Methods
PY 451	Introduction to Psychological Tests
PY 456	Research Methods and Ethics in Applied Behavior Analysis
SO 310W	Methods of Social Research

General Electives	7
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Elective hours needed might be less than 7 depending on whether 4 hour science courses were chosen in the major electives above.

Total Hours	120
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