# BBA MAJOR IN DATA ANALYTICS

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>General Education Component</td>
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<td><a href="https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/">https://catalog.una.edu/undergraduate/academic-procedures-requirements/general-education-component/</a></td>
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<tr>
<td><strong>Area I. Written Composition</strong></td>
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<tr>
<td>Select one six semester hour sequence from the following:</td>
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<tr>
<td>EN 111 &amp; EN 112</td>
<td>First-Year Composition I and First-Year Composition II</td>
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<tr>
<td>EN 111H &amp; EN 112H</td>
<td>First-Year Composition Honors I and First-Year Composition Honors II</td>
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<tr>
<td><strong>Area II. Humanities and Fine Arts</strong></td>
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<tr>
<td>Select three semester hours from the following:</td>
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<tr>
<td>EN 211</td>
<td>Survey of British Literature</td>
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</tr>
<tr>
<td>EN 212</td>
<td>Survey of British Literature</td>
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</tr>
<tr>
<td>EN 221</td>
<td>American Literature through Whitman</td>
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</tr>
<tr>
<td>EN 222</td>
<td>American Literature from Whitman to the Present</td>
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</tr>
<tr>
<td>EN 231</td>
<td>Literature of the World I</td>
<td></td>
</tr>
<tr>
<td>EN 232</td>
<td>Literature of the World II</td>
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<tr>
<td>Select three semester hours from the following:</td>
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<tr>
<td>AR 170</td>
<td>Art Appreciation</td>
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<tr>
<td>AR 281</td>
<td>Art History Survey I</td>
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<tr>
<td>AR 282</td>
<td>Art History Survey II</td>
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</tr>
<tr>
<td>CAT 133</td>
<td>Cinema Appreciation</td>
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<tr>
<td>EN 255</td>
<td>Creative Writing Appreciation</td>
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<tr>
<td>MU 222</td>
<td>Music Appreciation</td>
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<tr>
<td>MU 244</td>
<td>Survey of Music Literature</td>
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<tr>
<td>CAT 210</td>
<td>Theatre Appreciation</td>
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<tr>
<td><strong>Area III. Natural Sciences and Mathematics</strong></td>
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<td>Select three semester hours from the following:</td>
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<tr>
<td>MA 110</td>
<td>Finite Mathematics</td>
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<tr>
<td>MA 111</td>
<td>Mathematical Reasoning for the Arts</td>
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<tr>
<td>MA 112</td>
<td>College Algebra</td>
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<tr>
<td>MA 113</td>
<td>College Trigonometry</td>
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<tr>
<td>MA 115</td>
<td>Pre-Calculus Algebra and Trigonometry</td>
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<tr>
<td>MA 125</td>
<td>Calculus I</td>
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<tr>
<td>MA 126</td>
<td>Calculus II</td>
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<tr>
<td>MA 147</td>
<td>Elementary Statistics</td>
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<tr>
<td>MA 227</td>
<td>Calculus III</td>
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<tr>
<td>MA 237</td>
<td>Linear Algebra</td>
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<tr>
<td>MA 238</td>
<td>Applied Differential Equations I</td>
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<td>Select eight semester hours from the following:</td>
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<tr>
<td>BI 101</td>
<td>Introductory Biology</td>
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<tr>
<td>BI 102</td>
<td>Introductory Biology</td>
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<tr>
<td>BI 111</td>
<td>Principles of Biology</td>
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</tr>
<tr>
<td>BI 112</td>
<td>Principles of Biology</td>
<td></td>
</tr>
<tr>
<td><strong>Area IV. History, Social and Behavioral Sciences</strong></td>
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<td>12</td>
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<tr>
<td>Select one six semester hour sequence from the following:</td>
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</tr>
<tr>
<td>HI 101 &amp; HI 102</td>
<td>Survey of World Civilization to 1500 and Survey of World Civilization since 1500</td>
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<tr>
<td>HI 201 &amp; HI 202</td>
<td>United States History to 1877 and United States History since 1877</td>
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<tr>
<td><strong>Area V Pre-BBA Foundation</strong></td>
<td>21</td>
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<tr>
<td>AC 291 &amp; AC 292</td>
<td>Accounting Concepts I and Accounting Concepts II</td>
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<tr>
<td>BL 240</td>
<td>The Legal Environment of Business</td>
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<tr>
<td>CS 135</td>
<td>Computer Skills for Problem-Solving</td>
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<tr>
<td>CIS 236</td>
<td>Information Systems in Organizations</td>
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<tr>
<td>DA 291 &amp; DA 292</td>
<td>Statistical Process Control and Statistical Analysis for Business</td>
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<tr>
<td><strong>BBA Core</strong></td>
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<tr>
<td>FI 393</td>
<td>Financial Management</td>
<td>3</td>
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<tr>
<td>MG 331</td>
<td>Leadership and Organizational Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MG 382W</td>
<td>Managerial Communications</td>
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<tr>
<td>MG 395</td>
<td>Operations Management</td>
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<tr>
<td>MG 491</td>
<td>International Business</td>
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</tr>
<tr>
<td>MG 498</td>
<td>Strategic Management</td>
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</tr>
<tr>
<td>MK 360</td>
<td>Principles of Marketing</td>
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<tr>
<td><strong>Data Analytic Major Requirements</strong></td>
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<tr>
<td>CIS 225</td>
<td>Introduction to Object-Oriented Programming</td>
<td>3</td>
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<tr>
<td>CIS 366</td>
<td>Database Development and Management</td>
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<tr>
<td>DA 295</td>
<td>Quantitative Methods in Business and Economics</td>
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<tr>
<td>DA 360</td>
<td>Introduction to Data Analytics</td>
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<td>Course Code</td>
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<td>Credit Hours</td>
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<tr>
<td>DA 460</td>
<td>Techniques in Data Mining</td>
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<tr>
<td>DA 461</td>
<td>Optimization and Machine Learning</td>
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<tr>
<td>DA 470</td>
<td>Regression and Time-Series Analysis</td>
<td>3</td>
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</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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</thead>
<tbody>
<tr>
<td>BI 333</td>
<td>Biostatistics</td>
</tr>
<tr>
<td>BI 406</td>
<td>Microbial Ecology and Evolution</td>
</tr>
<tr>
<td>BI 421</td>
<td>Ecology</td>
</tr>
<tr>
<td>BI 423</td>
<td>Aquatic Ecology</td>
</tr>
<tr>
<td>CS 155</td>
<td>Computer Science I</td>
</tr>
<tr>
<td>CS 255</td>
<td>Computer Science II</td>
</tr>
<tr>
<td>CIS 289</td>
<td>Introduction to Human Computer Interaction/User Experience (HCI/UX)</td>
</tr>
<tr>
<td>CIS 445</td>
<td>Advanced Database Management Systems</td>
</tr>
<tr>
<td>DA 480</td>
<td>Data Analytics Internship</td>
</tr>
<tr>
<td>DA 495</td>
<td>Mathematical Economics</td>
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<tr>
<td>EC 340</td>
<td>Economics of the Firm</td>
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<tr>
<td>ES 365</td>
<td>Data Analysis in Geophysics</td>
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<tr>
<td>FI 410</td>
<td>Financial Modeling</td>
</tr>
<tr>
<td>MA 237</td>
<td>Linear Algebra</td>
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<tr>
<td>MA 447</td>
<td>Mathematical Statistics I</td>
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<tr>
<td>MA 448</td>
<td>Mathematical Statistics II</td>
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<tr>
<td>MG 440</td>
<td>Applied Managerial Decision Making and Analysis</td>
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<tr>
<td>PS 301W</td>
<td>Political Science Scope and Methods</td>
</tr>
<tr>
<td>PY 451</td>
<td>Introduction to Psychological Tests</td>
</tr>
<tr>
<td>PY 456</td>
<td>Research Methods and Ethics in Applied Behavior Analysis</td>
</tr>
<tr>
<td>SO 310W</td>
<td>Methods of Social Research</td>
</tr>
</tbody>
</table>

**General Electives**

Elective hours needed might be 8-10 depending on whether 4 hour science courses were chosen.

**Total Hours**
120