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	Fundamentals of Speech	
or COM 211	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	Cellular Foundations of Biology	
BI 112	Organismal Foundations 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	
GEO 111	Physical Geography: Weather and Climate	
GEO 112	Physical Geography: Landforms	
GEO 131	Physical Geology	
GEO 131H	Honors Physical Geology	
GEO 132	Historical Geology	
GEO 133	Earth Science/Earth Systems	
GEO 146	Sustainable Earth	
GEO 341	Environmental Systems	
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		**24**
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	
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 370	Applications of Intelligent Systems and Artificial Intelligence (Applications of Intelligent Systems and Artificial Intelligence)	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 275	Tools and Methods for Data Visualization (Tools and Methods for Data Visualization)	3
DA 295	Quantitative Methods in Business and Economics	3
DA 360	Introduction to Data Analytics	3
DA 380	Programming for Data Analytics (Programming for Data Analytics)	3
DA 460	Predictive Data Analytics	3
DA 462	Projects in Data Analytics	3
Choose 3 hours of major specific electives from the following list: This could be 3-4 hours depending on whether 4 hour CS or science courses are chosen.		3
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 461	Optimization and Machine Learning	
DA 495	Mathematical Economics	
EC 340	Economics of the Firm	
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**
Elective hours needed might be less than 7 depending on whether 4 hour CS or science courses were chosen in the major electives above.		
Total Hours		**120**