

Name: _____

BASED ON CREDITS

BUSINESS ADMINISTRATION (Data Analytics Track), B.A.

121 credits and Three 1-credit PE courses

GENERAL EDUCATION CORE

BASIC REQUIREMENTS

(6 credits and three 1-credit PE courses)

Composition and Rhetoric

- EN 103 Composition and Rhetoric I
- EN 104 Composition and Rhetoric II

Physical Education Courses

- PE 100
- PE _____
- PE _____

MODES OF THINKING (9 credits)

Literature (Select one)

- EN 110, EN 112, EN 115

Mathematics

(Satisfied by Major – MA 111)

Natural Science (Select one)

- BI 209, 210, 211, 242, CH 209, PH 209

Philosophy

- PL 109

Social Sciences **(Satisfied by Major – EC 209)**

CULTURAL LITERACY (18 credits)

Humanities I and II. *Preferably* select a set (e.g., HI 201/202). However, a combination (e.g., PO 201 + HI 214) is acceptable.

- Hum. I: HI 201, PO 201, HI 213
- Hum. II: HI 202, PO 202, HI 214, HI 262

Humanities III: Great Works of Art & Music

- _____

Humanities IV: Great Works of Literature

- _____

Foreign Language/World Cultures

(Select either two of the same language, any two WC, or one WC and one approved course with international study)

- _____
- _____

CHRISTIAN VALUES AND THEOLOGY

(9 credits)

Catholic Theology

- TH 109

Intermediate Theology (200/300 level TH)

- TH _____

Values Seminar: MG 475 is recommended

- _____

MAJOR (52 credits)

- AB 217: Financial Accounting
- AB 219: Managerial Accounting
- AB 272: The Legal Environment of Business
- EC 209: Principles of Macroeconomics
- EC 210: Principles of Microeconomics
- FN 330: Corporate Finance

OR FN 331: Financial Management

- MA 111 Probability and Statistics
- MG 100: Introduction to Business
- MG 201: Principles of Management
- MG 220: Data Analysis
- MG 226: Intro to Data Analytics and AI
- MG 233: Business Communication Skills
- MG 310: New Ventures, Inc.
- MG 340: International Business
- MG 452: Business Policy Formulation
- MG 4000: Business Capstone – 1 Credit
- MK 201: Principles of Marketing
- MK 215: Sales and Sales Management

DATA ANALYTICS TRACK (12 credits)

- CS 260: Databases & Data Visualization
- MI 353: Statistical Analysis and Predictive Modeling
- MI 462: Applied AI Platforms & Projects
- MK 410: Marketing Research

FREE ELECTIVES (15 credits)

- | | |
|--------------------------------|--------------------------------|
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OPTIONAL MINOR

- | | |
|--------------------------------|--------------------------------|
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For the most up-to-date record of progress toward completion of degree requirements, students should use the Academic Evaluation tool, which is listed under the Academic Planning heading in WebAdvisor.

DE SALES UNIVERSITY

Example Plan: BUSINESS ADMINISTRATION (Data Analytics Track), B.A.

FIRST YEAR

FALL SEMESTER (15 credits and 1-credit PE)

Composition and Rhetoric I (EN 103)
Principles of Management (MG 201)
Free Elective
Introduction to Business (MG 100)
Foreign Language/World Cultures
Lifetime Fitness and Wellness (PE 100)

...or...

SPRING SEMESTER (15 credits and 1-credit PE)

Composition and Rhetoric II (EN 104)
Probability and Statistics (MA 111)
Principles of Marketing (MK 201)
Philosophy MOT (PL 109)
Foreign Language/World Cultures
Physical Education (Activity)

SECOND YEAR

FALL SEMESTER (15 credits and 1-credit PE)

Humanities I
Financial Accounting (AB 217)
Principles of Macroeconomics (EC 209)
Business Communication Skills (MG 233)
Sales and Sales Management (MK 215)
Physical Education (Activity)

SPRING SEMESTER (15 credits)

Humanities II
Managerial Accounting (AB 219)
Principles of Microeconomics (EC 210)
Data Analysis (MG 220)
Catholic Theology (TH 109)

THIRD YEAR

FALL SEMESTER (15 credits)

Literature MOT
Intro to Data Analytics and AI (MG 226)
Natural Science MOT
Intermediate Theology (200-400)
Financial Management (FN 330 **OR** FN 331)

... or ...

... or ...

SPRING SEMESTER (15 credits)

Humanities III
New Ventures, Inc. (MG 310)
Legal Environment of Business (AB 272)
Statistical Analysis & Predictive Modeling (MI 353)
Databases & Data Visualization (CS 260)

FOURTH YEAR

FALL SEMESTER (15 credits)

International Business (MG 340)
Humanities IV
Applied AI Platforms & Projects (MI 462)
Free Elective
Marketing Research (MK 410)

SPRING SEMESTER (16 credits)

Business Policy Formulation (MG 452)
Business Capstone (MG 4000) - 1 Credit
Values Seminar (MG 475)
Free Elective
Free Elective
Free Elective

S. Finney, Director of the Academic Success Center
Effective fall, 2023