Bachelor of Science in Business
Business Analytics Track

Prerequisite
Calculus sequence: MTH 141-143 OR MTH 161-162

Core Courses (9)
Statistics: ECO 230, STT 213 OR MTH 203 are preferred
Principles of Economics ECO 108
Intermediate Microeconomics ECO 207
Financial Accounting ACC 201
Principles of Finance FIN 204
Principles of Marketing MKT 203
Business Information Systems GBA 220
Operations and Strategy GBA 221
Economic Theory of Organizations STR 203

Business Analytics Track (6)
Intro. to Programming for Business Analytics CIS 191
Econometrics ECO 231W
Data Mgmt. & Descriptive Analytics for Business CIS 240
Predictive Analytics CIS 242

Electives (select 2)
Managerial Accounting ACC 221
Contract Theory ECO 217
Applied Econometrics ECO 233W
Game Theory ECO 288
Marketing Research & Analytics MKT 212
Advertising & Social Media MKT 233
Business Modeling Using Excel GBA 211

Note: You can take track courses before completing the core as long as prerequisites are met.

Study Abroad
Plan ahead and meet with Education Abroad.

Internship & Career Preparation
Career destination is a combination of academic, co-curricular and career interest. To explore different opportunities, visit the Greene Center.

Did You Know?
MTH 141-143 or MTH 161, MTH 162 and STT 213 also satisfies your natural science cluster.