Bachelor of Science in Business
Business Analytics Track

Pre-Major Courses
Calculus sequence:
MATH 140-143 OR MATH 161-162

Core Courses (9)
One of the following statistics courses:
STAT 190, ECON 230, or MATH 203
ECON 108: Principles of Economics
ECON 207: Intermediate Microeconomics
ACC 201: Financial Accounting
MKT 203: Principles of Marketing
FIN 205: Financial Management
CIS 220: Business Information Systems & Analytics
BUS 221: Operations and Strategy
STR 203: Economic Theory of Organization

Business Analytics Track (6)
CIS 191: Intro to Programming for Business Analytics
OR CSC 161: Intro to Programming
ECON 231W: Econometrics
CIS 240: Data Management and Descriptive Analytics
CIS 242: Predictive Analytics

Electives (select 2)
ACC 221: Managerial Accounting
BUS 389: Business Research
CIS 211: Business Modeling with Excel
ECON 217: Contract Theory
ECON 233: Applied Econometrics
ECON 288: Game Theory
FIN 246: Cryptocurrencies, Blockchain, & FinTech
MKT 212: Marketing Research & Analytics
MKT 233: Advertising and Social Media
STR 221: Business Strategy
STR 241: Pricing Strategy

Study Abroad
Plan ahead and meet with Education Abroad.

Career Development & Internships
We encourage you to connect with the Greene Center as early as your first year. Whether you’re exploring career and major options, looking for experiences to help build your skills and resume, or need help strategizing how to reach your goals.

Did You Know?
You may have the Math & Statistics (N1MTH013) or Introduction to Calculus and Contemporary Math (N1MTH011) clusters complete through the business pre-major and major coursework.