B.B.A. DATA ANALYTICS REQUIRED COURSES
SODERQUIST COLLEGE OF BUSINESS

University Core — 36 Hours

Course #	Course Name	Offering	Pre-Requisite(s)
COR 1002	Gateway Seminar in Christian Scholarship	Every Semester	Must take first semester at JBU
BBL 1013	Old Testament Survey	Every Semester	
BBL 1023	New Testament Survey	Every Semester	
EGL 1013	English I: Composition	Every Semester	
EGL 1023	English II: Literary Analysis & Research	Every Semester	EGL 1013
BBL 2013	Essentials of Evangelical Theology	Every Semester	BBL 1013, BBL 1023
BBL 2022	Essentials of Christian Formation	Every Semester	BBL 1013, BBL 1023
HST 2013	Integrated Humanities I	Every Semester	EGL 1013
HST 2023	Integrated Humanities II	Every Semester	EGL 1013
various courses available	Natural Science - 6 hours + a lab	Every Semester	Course Dependent
	Whole Person Wellness - 2 hours	Every Semester	Course Dependent
	Arts & Humanities - 3 hours	Every Semester	Course Dependent

* Of the 48 hours of total university core requirements, 12 hours are fulfilled by business core courses. The Mathematics, Social & Behavioral Sciences, and Intercultural Engagement requirements are covered by the courses with asterisks below.

Business Core — 42 Hours

Course #	Course Name	Offering	Pre-Requisite(s)
ATG 2173	Principles of Financial Accounting	Fall	
ATG 2183	Principles of Managerial Accounting	Spring	ATG 2173
BUS 1003	Introduction to Business	Every	
BUS 1123	Business Communications	Every	EGL 1013
BUS 2193	Business Statistics *	Spring	Stated ACT/SAT/CLT score or MTH 1113
BUS 3113	Spreadsheet Analytics	Every	
BUS 3990	Internship	Every	Junior Standing
BUS 4253	Business Law and Ethics	Every	
ECN 2113	Principles of Microeconomics *	Fall	
ECN 2123	Principles of Macroeconomics *	Spring	ECN 2113
FIN 3003	Principles of Finance	Every	ATG 2173
INT 4103	Global Environment of Business *	Every	
MGT 2173	Principles of Management	Every	
MKT 2143	Principles of Marketing	Every	

Plus one of the following:

Course #	Course Name	Offering	Pre-Requisite(s)
ENT 4993	Innovation Launch Lab	Fall Semester	Senior standing
BUS 4993	Strategic Management	Fall Semester	Senior standing

Major Specific — 18 Hours

Course #	Course Name	Offering	Pre-Requisite(s)
DAT 3113	Basic Data Analytics	F Odd	
DAT 4253	Business Decision Modeling/Predictive Analysis	SP Even	DAT 3113
DAT 4313	Data Visualization	F Even	DAT 3113

Business Analytics Emphasis: (Optional*)

Course #	Course Name	Offering	Pre-Requisite(s)
CS 1113	Introduction to Computing	Fall	Stated ACT/SAT score or MTH 1113
CS 2233	Object-Oriented Programming	Spring	CS 1113
MGT 3213	Management Science	SP Odd	BUS 2193, MGT 2173

Marketing Analytics Emphasis: (Optional*)

Course #	Course Name	Offering	Pre-Requisite(s)
MKT 3883	Digital Marketing	Spring	MKT 2143
MKT 4113	Marketing Research	Fall	BUS 2193, MKT 2143
MKT 4213	Consumer Insights & Analytics	SP Odd	MKT 2143

Misc. — 24 Hours

A total of 120 credit hours is required for degree completion.
You may choose 24 hours of electives or a minor field of study.