### B.B.A. DATA ANALYTICS SEMESTER BY SEMESTER PLAN

**SODERQUIST COLLEGE OF BUSINESS**

#### FRESHMAN YEAR

**Fall Semester - 14 Credit Hours**
- BBL 1013  Old Testament Survey
- BUS 1003  Introduction to Business
- COR 1002  Gateway Seminar
- EGL 1013  English I
- ATG 2173  Principles of Financial Accounting

**Spring Semester - 15 Credit Hours**
- BBL 1023  New Testament Survey
- BUS 1123  Business Communications
- EGL 1023  English II
- ATG 2183  Principles of Managerial Accounting
- BUS 2193  Business Statistics

#### SOPHOMORE YEAR

**Fall Semester - 17 Credit Hours**
- HST 2013  Integrated Humanities I
- ECN 2113  Principles of Microeconomics
- DAT 3133  Basic Data Analytics
- Elective  Whole Person Wellness Elective
- Elective  Elective #1
- Elective  Elective #2

**Spring Semester - 15 Credit Hours**
- HST 2023  Integrated Humanities II
- ECN 2123  Principles of Macroeconomics
- MGT 2173  Principles of Management
- DAT 4313  Data Visualization
- Elective  Elective #3

#### JUNIOR YEAR

**Fall Semester - 15 Credit Hours**
- BUS 3113  Spreadsheet Analytics
- FIN 3003  Principles of Finance
- MKT 2143  Principles of Marketing
- Elective  Data Analytics Elective #1

**Spring Semester - 15 Credit Hours**
- BUS 3990  Internship
- BUS 4253  Business Law and Ethics
- INT 4103  Global Environment of Business
- BBL 2013  Essentials of Evangelical Theology
- Elective  Data Analytics Elective #2
- Elective  Elective #4

#### SENIOR YEAR

**Fall Semester - 15 Credit Hours**
- Choice  ENT 4993 or BUS 4993
- Elective  Natural Science Elective #1
- Elective  Elective #5
- Elective  Elective #6
- Elective  Elective #7

**Spring Semester - 14 Credit Hours**
- BBL 2022  Essentials of Christian Formation
- Elective  Data Analytics Elective #3
- Elective  Arts and Humanities Elective
- Elective  Natural Science Elective #2
- Elective  Elective #8

*This major allows you to choose an emphasis in either Business Analytics or Marketing Analytics.*

*The Business Analytics emphasis uses courses: CS 1113, CS 2233, and MTG 3213.*

*The Marketing Analytics emphasis uses courses: MKT 3883, MKT 4113, and MKT 4213.*

*These courses will serve as your Data Analytics Electives, #1, #2, and #3.*