

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

SODERQUIST COLLEGE OF BUSINESS

ACADEMIC YEAR 2024-2025

FRESHMAN YEAR

Fall Semester - 14 Credit Hours

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| 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

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| 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

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| 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

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| 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

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| BUS 3113 | Spreadsheet Analytics |
| FIN 3003 | Principles of Finance |
| MKT 2143 | Principles of Marketing |
| DAT 4253 | Bus. Dec. Modeling / Predictive Analys. |
| Elective | Data Analytics Elective #1 |

Spring Semester - 15 Credit Hours

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| 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

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| 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

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| 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 1233, 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.