

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

SODERQUIST COLLEGE OF BUSINESS

ACADEMIC YEAR 2026-2027

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
DAT 4253	Bus. Dec. Modeling / Predictive Analys.
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 Advanced Data Techniques, Business Analytics, or Marketing Analytics.

The Advanced Data Techniques emphasis uses courses: CS 1233, MTH 1153, and CS 3443.

The Business Analytics emphasis uses courses: CS 1233, ECN 4123, 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.