

Shields School of Business

Bachelor of Science in Business Analytics and Marketing

Student Name:

VERS		Student Na					
	Fall				Spring		
		First Y	ear			Credits	
Course No.	Name	GE Note	Credits	Status Course No.	Name	GE Note	
ECON101	Principles of Economics I	Y Fulfills Gen Ed and CBC	3	BUSA103	Advanced Excel with Bus Apps		
BUS101	Business in a Global Society	Y Fulfills Gen Ed and CBC	3	ECON102	Principles of Economics II	Y Fulfills Gen Ed and CBC	
FTAE105	Franciscan Goals for Today	Υ	3	MGMT101	Principles of Management	СВС	
HIST_ELECT	History Course at 100 or 200 level	Υ	3	MKTG101	Marketing	СВС	
CORE113	First-Year Seminar	Υ	3	WRIT102	Research Writing	Υ	
CORE103	Community Enrichment (Fall - 6)	Υ	0	CORE104	Community Enrichment (Spring- 6)	Υ	
			15				
	Total		15		Total	0 !!!	
		Sophomo				Credits	
BUSA311	Desc,Pred Analytics for Bus or STAT301	Y Fulfills Gen Ed and CBC	3	BUSA312	Predictive and Prescriptive Analytics		
MIS345	Data Base Management		3	MIS110	Computer Programming with Bus Apps		
ACCT101	Financial Accounting	CBC	3	ACCT102	Managerial Accounting	CBC	
MATH112	Calculus	Y	3	COMM208	Writing and Communicating in Business	CBC	
LIT104	Intro to Literature	Υ	3	BUSA215	Data Visualization		
PHIL205	Discovering Philosophy	Υ	3				
	Total		18		Total		
		Junior `	Year			Credits	
BUSA321	Business Analytics with Python		3	BUSA322	Data Mining and Machine Learning		
FIN202	Finance	СВС	3	SSCI_ELECT	Soc Sci Elective (PLSC, PSCY101, or SOC)	Υ	
MGMT102	Production/Operations Management	СВС	3	LANG_ELECT	Language at 102 level or higher	Υ	
MKTG321	Marketing Research		3	FNAR_ELECT	Fine Arts Elective	Y ART, FNAR, MUS, THTR	
MKTG206	Global Marketing Strategy		3	MKTG404	Marketing Management	Fulfills CORE407	
COMM103	Speech Fndmntls and Public Spking	СВС	3	MKTG320	Consumer Insight		
EXAM301	Writing Competency Exam	Υ	0				
	Total		18		Total		
		Senior '	Year			Credits	
BUSA405	Business Analytics Capstone		3	BUSA_ELECT	Business Analytics Elective	See Catalog for Options	
SCI_ELECT	Science Elective	Υ	3	BLAW_ELECT	Business Law Elective	CBC- BLAW301,302,303,304	
MGMT401	Strategic Management	CBC	3	CORE407	Senior Keystone	Υ	
COMM310	Advertising		3	PHIL313	Business Ethics	Y Fulfills Gen Ed and CBC	
MIS102	Management Information Systems		3	fREE_2	2 Credit Free Elective		
	Total		15		Total		
		4-Year	Гotal			Total Credits:	
						Free Electives:	