



26/27 Suggested Course of Study

Data Analytics, BBA

Freshman Year, Fall Semester

Core	GB 101, Survey of Business	3
Major	DATA 161, Data Analytics Foundations	3
Gen Ed	ENG 101, Composition I	3
Gen Ed	MIS 161, Introduction to Computers	3
Electives	General or Minor electives (or MATH 131)	3
Total semester hours		15

Freshman Year, Spring Semester

Major	DATA 241, Intro Data Analytics & Comput.	3
Gen Ed	ENG 102, Composition II	3
Gen Ed	HIST 101 or 102, History of World Civ I or II	3
Gen Ed	Mathematics	3
Gen Ed	COMS 101, Found. Of Oral Comm.	3
Total semester hours		15

Sophomore Year, Fall Semester

Major	DATA 200, Data Visualization	3
Major	DATA 245, Computer Programming I	3
Core	AC 221, Principles of Accounting I	3
Core	QM 237, Data Analytics in Bus I	3
Gen Ed	ENG 231 or 232, Global Literature I or II	3
Total semester hours		15

Sophomore Year, Spring Semester

Core	AC 222, Principles of Accounting II	3
Core	QM 238, Data Analytics in Bus II	3
Gen Ed	ENG 231 or 232 or Humanities or Fine Arts	3
Gen Ed	Science	4
Gen Ed	EC 231, Intro to Macroeconomics	3
Total semester hours		16

Junior Year, Fall Semester

Major	DATA 348, Information Representation	3
Core	FI 372, Business Finance	3
Core	MG 361, Principles of Mgmt & Org. Theory	3
Core	MK 351, Principles of Marketing	3
Gen Ed	EC 232, Intro to Microeconomics	3
Total semester hours		15

Junior Year, Spring Semester

Major	DATA 350, Database & Applications Secur.	3
Core	BL 283, Legal Environment of Business	3
Core	GB 205, Business Professional Develop.	3
Gen Ed	Humanities or Fine Arts	3
Gen Ed	Science	4
Total semester hours		16

Senior Year, Fall Semester

Major	DATA 400, Applied Machine Learning & AI	3
Major	DATA 450, Data Analysis & Mining I	3
Core	QM 363, Operations Management	3
Gen Ed	HIST 101 or 102 or Social & Behavioral Sci.	3
Gen Ed	Humanities or Fine Arts	3
Total semester hours		15

Senior Year, Spring Semester

Major	DATA 451, Data Analysis & Mining II	3
Major	DATA 457, Data Analytics Practicum OR	
	DATA 409, Internship in Data Analytics	3
Core	MG 469, Business Policy	3
Electives	General or Minor elective	1
Gen Ed	Fine Arts course	3
Total semester hours		13

TOTAL HOURS REQUIRED FOR DEGREE 120

This suggested course of study is for informational purposes only and does not replace academic advising. All UM students must meet with an academic advisor before registering for future semesters.

For more information, contact the Chair or click one of the links below:

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