# BACHELOR OF SCIENCE IN BUSINESS - BUSINESS INTELLIGENCE & DATA ANALYTICS, CONCENTRATION

## Summary of Graduation Requirements

<table>
<thead>
<tr>
<th>Subject Area</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>General Education Core</td>
<td>40</td>
</tr>
<tr>
<td>Business Core</td>
<td>48</td>
</tr>
<tr>
<td>Business Electives</td>
<td>12</td>
</tr>
<tr>
<td>Major Requirements</td>
<td>15</td>
</tr>
<tr>
<td>Other Requirements</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total Credit Hours</strong></td>
<td>121</td>
</tr>
</tbody>
</table>

## Curriculum

### Course

<table>
<thead>
<tr>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year</td>
<td></td>
</tr>
<tr>
<td>SEM 101</td>
<td>Spartan Seminar 101</td>
</tr>
<tr>
<td>&amp; SEM 102 &amp; Spartan Seminar 102</td>
<td>3</td>
</tr>
<tr>
<td>BUS 175</td>
<td>Introduction to Business &amp; Entrepreneurship</td>
</tr>
<tr>
<td>BIO 100</td>
<td>Biological Science</td>
</tr>
<tr>
<td>SCI 101</td>
<td>Physical Science for Non-Science Majors</td>
</tr>
<tr>
<td>Select one Science Lab Elective (Note A) (p. 1)</td>
<td>1</td>
</tr>
<tr>
<td>ENG 101</td>
<td>College English I</td>
</tr>
<tr>
<td>ENG 102</td>
<td>College English II</td>
</tr>
<tr>
<td>HED 100</td>
<td>Personal and Community Health</td>
</tr>
<tr>
<td>BUS 284</td>
<td>Advanced Microcomputing</td>
</tr>
<tr>
<td>MTH 131</td>
<td>Pre-Calculus for Business Majors</td>
</tr>
<tr>
<td>MTH 132</td>
<td>Calculus for Business Majors</td>
</tr>
<tr>
<td>Select one of the following:</td>
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</tr>
<tr>
<td>PED 100</td>
<td>Fundamentals of Fitness for Life</td>
</tr>
<tr>
<td>PED 101</td>
<td>Modified Physical Education</td>
</tr>
<tr>
<td>BIO 100L</td>
<td>Biological Science Lab</td>
</tr>
<tr>
<td>SCI 101L</td>
<td>Physical Science Laboratory</td>
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</table>

### Second Year

<table>
<thead>
<tr>
<th>Title</th>
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<tbody>
<tr>
<td>SEM 201</td>
<td>Spartan Seminar 201</td>
</tr>
<tr>
<td>ACC 201</td>
<td>Principles of Financial Accounting</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Introduction to Managerial Accounting</td>
</tr>
<tr>
<td>BUS 281</td>
<td>Legal Environment for Business</td>
</tr>
<tr>
<td>BUS 270</td>
<td>Business Statistics</td>
</tr>
<tr>
<td>ECN 211</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>ECN 212</td>
<td>Principles of Macroeconomics</td>
</tr>
<tr>
<td>ENG 210</td>
<td>Practical English Grammar</td>
</tr>
<tr>
<td>ENG 285</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>PSY 210</td>
<td>Introduction to Psychology</td>
</tr>
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</table>

### Third Year

<table>
<thead>
<tr>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 330</td>
<td>Business Communication</td>
</tr>
<tr>
<td>BUS 376</td>
<td>Statistics &amp; Quantitative Methods</td>
</tr>
<tr>
<td>BUS 387</td>
<td>Introduction to Entrepreneurship</td>
</tr>
<tr>
<td>BUS 360</td>
<td>Corporate Finance</td>
</tr>
<tr>
<td>BUS 375</td>
<td>Management Information Systems &amp; E-Commerce</td>
</tr>
<tr>
<td>BUS 390</td>
<td>Business Database Management</td>
</tr>
<tr>
<td>BUS 365</td>
<td>Organizational Behavior &amp; Theory</td>
</tr>
<tr>
<td>BUS 366</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>SOC 325</td>
<td>Sociology of Business &amp; Internationalism</td>
</tr>
<tr>
<td>Select one Business Elective (Note G) (p. 2)</td>
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</tr>
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### Fourth Year

<table>
<thead>
<tr>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>BUS 391</td>
<td>Introduction to Data Analytics &amp; Big Data</td>
</tr>
<tr>
<td>BUS 431</td>
<td>Information Systems Analysis and Design</td>
</tr>
<tr>
<td>BUS 476</td>
<td>Operations Management</td>
</tr>
<tr>
<td>BUS 478</td>
<td>Strategic Management</td>
</tr>
<tr>
<td>BUS 491</td>
<td>Data Analytics &amp; Visualization</td>
</tr>
<tr>
<td>BUS 492</td>
<td>Business Intelligence</td>
</tr>
<tr>
<td>Select three Business Electives (See Note D) (p. 1)</td>
<td>9</td>
</tr>
<tr>
<td>Select one Global/Cultural and Language Elective (Note B) (p. 1)</td>
<td>3</td>
</tr>
</tbody>
</table>

### Total Credits

**121**

## List of Notes for Business Degree Programs

### Note A

A student needs to take one (1) of the following laboratory courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIO 100L</td>
<td>Biological Science Lab</td>
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</tr>
<tr>
<td>SCI 101L</td>
<td>Physical Science Laboratory</td>
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</table>

### Note B

**Global/Cultural and Language Electives (6 hours)**

A student will choose two (2) courses from the list below. At least one of these must be a non-language course.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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</tr>
</thead>
<tbody>
<tr>
<td>ENG 207</td>
<td>Introduction to World Literature</td>
<td>3</td>
</tr>
<tr>
<td>ENG 383</td>
<td>African-American Literature, 1940-PRESENT</td>
<td>3</td>
</tr>
<tr>
<td>FIA 201</td>
<td>Basic Art Appreciation</td>
<td>3</td>
</tr>
<tr>
<td>GEO 141</td>
<td>World Regional Geography</td>
<td>3</td>
</tr>
<tr>
<td>GEO 336</td>
<td>Political Geography</td>
<td>3</td>
</tr>
<tr>
<td>GEO 337</td>
<td>Geography of Africa</td>
<td>3</td>
</tr>
<tr>
<td>HIS 335</td>
<td>African-American History</td>
<td>3</td>
</tr>
<tr>
<td>HIS 336</td>
<td>African-American History Since 1865</td>
<td>3</td>
</tr>
<tr>
<td>HIS 360</td>
<td>Latin America: Readings in Latin-American History</td>
<td>3</td>
</tr>
<tr>
<td>HIS 361</td>
<td>Latin America: Readings in Latin-American History</td>
<td>3</td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Credits</td>
</tr>
<tr>
<td>--------</td>
<td>----------------------------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>HIS 365</td>
<td>Caribbean History</td>
<td>3</td>
</tr>
<tr>
<td>HIS 370</td>
<td>Early African History and Cultures, From the Beginning of Humankind to 1600</td>
<td>3</td>
</tr>
<tr>
<td>HIS 371</td>
<td>Modern African History &amp; Cultures 1600-PRESENT</td>
<td>3</td>
</tr>
<tr>
<td>HIS 446</td>
<td>Colonial Latin American</td>
<td>3</td>
</tr>
<tr>
<td>HIS 448</td>
<td>Slavery in the Atlantic Basin</td>
<td>3</td>
</tr>
<tr>
<td>HUM 210</td>
<td>Humanities</td>
<td>3</td>
</tr>
<tr>
<td>HUM 211</td>
<td>Humanities</td>
<td>3</td>
</tr>
<tr>
<td>MUS 301</td>
<td>Music Appreciation</td>
<td>3</td>
</tr>
<tr>
<td>MUS 234</td>
<td>African-American Music</td>
<td>3</td>
</tr>
<tr>
<td>POS 315</td>
<td>African American Politics</td>
<td>3</td>
</tr>
<tr>
<td>POS 323</td>
<td>Comparative Government</td>
<td>3</td>
</tr>
<tr>
<td>POS 360</td>
<td>International Politics</td>
<td>3</td>
</tr>
<tr>
<td>POS 442</td>
<td>International Law</td>
<td>3</td>
</tr>
<tr>
<td>POS 463</td>
<td>Politics of African Nations</td>
<td>3</td>
</tr>
<tr>
<td>POS 468</td>
<td>A Survey of Contemporary Governments of Asia</td>
<td>3</td>
</tr>
<tr>
<td>PSY 340</td>
<td>Psychology of the African-American</td>
<td>3</td>
</tr>
<tr>
<td>SOC 101</td>
<td>Introduction to the Social Sciences</td>
<td>3</td>
</tr>
<tr>
<td>SOC 237</td>
<td>Racial &amp; Ethnic Minorities</td>
<td>3</td>
</tr>
<tr>
<td>SOC 242</td>
<td>Introduction to Anthropology</td>
<td>3</td>
</tr>
<tr>
<td>FRN 111/112</td>
<td>Elementary French I</td>
<td>3</td>
</tr>
<tr>
<td>GRM 111/112</td>
<td>Elementary German I</td>
<td>3</td>
</tr>
<tr>
<td>JPN 111/112</td>
<td>Elementary Japanese I</td>
<td>3</td>
</tr>
<tr>
<td>SPN 111/112</td>
<td>Elementary Spanish</td>
<td>3</td>
</tr>
<tr>
<td>SWA 111/112</td>
<td>Elementary Swahili</td>
<td>3</td>
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</table>

**Note C**
A student in the Accountancy major needs to take two (6 credit hours) of the following as Business Elective course.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 316</td>
<td>Federal Income Tax II</td>
<td>3</td>
</tr>
<tr>
<td>ACC 420</td>
<td>Selected Topics in Accounting</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 400</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>BUS 417</td>
<td>International Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 493</td>
<td>Special Topics in Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 469</td>
<td>Entrepreneurship-In-Residence</td>
<td>3</td>
</tr>
<tr>
<td>BUS 477</td>
<td>Franchising</td>
<td>3</td>
</tr>
<tr>
<td>BUS 476</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 497</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note D**
A student in the Entrepreneurship concentration needs to take four (12 credit hours) of the following as Business Elective courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACC 330</td>
<td>Accounting Systems</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 400</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>BUS 493</td>
<td>Special Topics in Business</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note E**
A student in the Finance concentration needs to take four (12 credit hours) of the following as Business Elective courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 301</td>
<td>Intermediate Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 315</td>
<td>Federal Income Tax I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 330</td>
<td>Accounting Systems</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 400</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>BUS 493</td>
<td>Special Topics in Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 417</td>
<td>International Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 469</td>
<td>Entrepreneurship-In-Residence</td>
<td>3</td>
</tr>
<tr>
<td>BUS 476</td>
<td>Operations Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 497</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note F**
A student in the Management concentration needs to take four (12 credit hours) of the following as Business Elective courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>BUS 300</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 400</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>BUS 493</td>
<td>Special Topics in Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 465</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 469</td>
<td>Entrepreneurship-In-Residence</td>
<td>3</td>
</tr>
<tr>
<td>BUS 477</td>
<td>Franchising</td>
<td>3</td>
</tr>
<tr>
<td>BUS 370</td>
<td>Total Quality Management</td>
<td>3</td>
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<tr>
<td>BUS 435</td>
<td>Compensation</td>
<td>3</td>
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<tr>
<td>BUS 390</td>
<td>Business Database Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 421</td>
<td>Web Application Development for E-Business</td>
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</tr>
<tr>
<td>BUS 423</td>
<td>Decision Support &amp; Expert Systems</td>
<td>3</td>
</tr>
<tr>
<td>BUS 412</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 413</td>
<td>Principles of Retailing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 497</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

**Note G**
A student in the Management Information Systems concentration needs to take four (12 credit hours) of the following as Business Elective courses.
### Bachelor of Science in Business - Business Intelligence & Data Analytics, Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 301</td>
<td>Intermediate Accounting I</td>
<td>3</td>
</tr>
<tr>
<td>ACC 302</td>
<td>Intermediate Accounting II</td>
<td>3</td>
</tr>
<tr>
<td>ACC 330</td>
<td>Accounting Systems</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 400</td>
<td>Independent Study</td>
<td>3</td>
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<tr>
<td>BUS 493</td>
<td>Special Topics in Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 465</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 469</td>
<td>Entrepreneurship-In-Residence</td>
<td>3</td>
</tr>
<tr>
<td>BUS 362</td>
<td>Investments</td>
<td>3</td>
</tr>
<tr>
<td>BUS 368</td>
<td>Human Resources Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 415</td>
<td>International Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 374</td>
<td>Programming in Visual Basic</td>
<td>3</td>
</tr>
<tr>
<td>BUS 385</td>
<td>Web 2 Applications</td>
<td>3</td>
</tr>
<tr>
<td>BUS 387</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 497</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
</tbody>
</table>

### Note H
A student in the Marketing concentration needs to take four (12 credit hours) of the following as Business Elective courses.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 300</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 400</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>BUS 493</td>
<td>Special Topics in Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 465</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 469</td>
<td>Entrepreneurship-In-Residence</td>
<td>3</td>
</tr>
<tr>
<td>BUS 477</td>
<td>Franchising</td>
<td>3</td>
</tr>
<tr>
<td>BUS 494</td>
<td>Restaurant Franchising</td>
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</table>

### Note R
A student needs to take one of the following courses towards Hospitality Industry Electives (3 credit hours).

<table>
<thead>
<tr>
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<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 417</td>
<td>Internship in Hospitality</td>
<td>3</td>
</tr>
<tr>
<td>BUS 300</td>
<td>Internship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 400</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>BUS 413</td>
<td>Principles of Retailing</td>
<td>3</td>
</tr>
<tr>
<td>BUS 412</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 367</td>
<td>Consumer Behavior</td>
<td>3</td>
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</tbody>
</table>

### Note S
A student needs to take one of the following courses towards a work experience elective in the Hospitality Industry (3 credit hours).

<table>
<thead>
<tr>
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<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS 390</td>
<td>Business Database Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 375</td>
<td>Management Information Systems &amp; E-Commerce</td>
<td>3</td>
</tr>
<tr>
<td>BUS 417</td>
<td>International Business</td>
<td>3</td>
</tr>
<tr>
<td>BUS 415</td>
<td>International Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 416</td>
<td>International Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SOC 325</td>
<td>Sociology of Business &amp; Internationalism</td>
<td>3</td>
</tr>
<tr>
<td>BUS 390</td>
<td>Business Database Management</td>
<td>3</td>
</tr>
<tr>
<td>BUS 375</td>
<td>Management Information Systems &amp; E-Commerce</td>
<td>3</td>
</tr>
</tbody>
</table>

### Note P
A student needs to take two of the following courses toward Tourism and Hospitality Management Electives (6 credits).

<table>
<thead>
<tr>
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<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>THM 381</td>
<td>Facilities Layout &amp; Design</td>
<td>3</td>
</tr>
<tr>
<td>THM 401</td>
<td>Club and Resort Management</td>
<td>3</td>
</tr>
<tr>
<td>THM 481</td>
<td>Hospitality Property Management</td>
<td>3</td>
</tr>
<tr>
<td>THM 351</td>
<td>Event Planning and Management</td>
<td>3</td>
</tr>
<tr>
<td>THM 402</td>
<td>Management by Menu</td>
<td>3</td>
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</tbody>
</table>

### Note Q
A student needs to take one of the following courses towards Hospitality Franchising Elective (3 credits).

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
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<tbody>
<tr>
<td>BUS 387</td>
<td>Introduction to Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>BUS 465</td>
<td>Small Business Management</td>
<td>3</td>
</tr>
</tbody>
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