Data Analytics
(68-70 Credits)

- GPA Requirement: Achieve cumulative GPA of 2.00 or higher in all major courses (including transfer courses).
- Course prerequisites are in parenthesis following the course title.
- You can find more expansive detail in the course catalog

Mathematics Core (8-9 credits)

- Calculus choose one course MATH 109 (MATH 107) or MATH 111 (MATH 107) or MATH 225 (MATH 118, 119)
- Statistics choose one course MATH 255 (MATH 95) or ECON 243, FOR 321, HSW 301, MATH 357, PSYC 300, SOC 351

5 Computing Core (16 credits)

- CIS 102 Practicum in Computing – Spreadsheet
- CIS 210 Database Design and Implementation (CNMT 110)
- CIS 444 Advanced Database (CIS 210)
- CNMT 100 Principles of Computing
- CNMT 110 Object Oriented Programming (CNMT 100)

8 Data Analytics Core (27 credits) - May be taken out-of-sequence if the course prerequisites are satisfied.

- DAB 340 Marketing Analytics
- DAB 370 Data Visualization and Communication
- DAB 440 Analytics and Decision Making
- DAC 101 Intro to Data Analytics
- DAC 111 Python Programming for Data Analytics (CNMT 100)
- DAC 305 Principles of Data and Modeling (DAC 101)
- DAC 310 Data Mining (CIS 210 and DAC 205)
- DAC 480 Applied Analytics Project (Instructor consent required, meant for final semester)

3 Business Courses (12 credits)

- BUS 325 Organizational Behavior
- BUS 330 Principles of Marketing
- BUS 375 Advanced Spreadsheet Application

AND

- BUS 350 Principles of Finance (Acct 210) OR
- BUS 360 Principles of Production (Calculus and Stats) OR
- BUS 370 Management Information Systems (BUS 325 and BUS 330)

2 Economics Courses (6 credits)

- Econ 111 Principles of Microeconomics (Math 95)
- Econ 310 Econometrics (Econ 111 and Stats)