

MANAGEMENT INFORMATION SYSTEMS (BBA) - BUSINESS ANALYTICS CONCENTRATION

Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111	College Algebra (minimum grade of C)	3
AREA D	Non-Lab Science	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
BUSA 2115	Introduction to Business (minimum grade of C)	3
Credit Hours		15
Spring		
ENGL 1102	English Composition II (minimum grade of C)	3
ECON 2105	Principles of Macroeconomics (minimum grade of C)	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
CPSC 1301K	Computer Science I	4
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
Credit Hours		16
Second Year		
Fall		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3
AREA C	Fine Arts Elective	3
PEDS Elective		1
Credit Hours		16
Spring		
AREA C	Humanities Elective	3
AREA E	World Culture Elective	3
ACCT 2102	Principles of Accounting II (minimum grade of C)	3
BUSA 2100	Introduction to Information Systems in Business (minimum grade of C)	3
POLS 1101	American Government	3

KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
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At the end of spring, 63 hours (Areas A-F plus Wellness) should be complete

Credit Hours	17
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Third Year

Fall

BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3
BUSA 3135	International Business (minimum 2.0 GPA)	3
FINC 3105	Principles of Finance (minimum 2.0 GPA)	3
MISM 3115	Principles of Information Systems Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 3126	Business Law (minimum 2.0 GPA)	3

Credit Hours	15
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Spring

MISM 3116	Business Analytics II (minimum grade of C)	3
MGMT 3115	Principles of Management (minimum 2.0 GPA)	3
CYBR 2159	Fundamentals of Computer Networks (minimum grade of C)	3
MISM 3136	Database Design (minimum grade of C)	3
MISM 3146	Data Visualization (minimum grade of C)	3

Credit Hours	15
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Fourth Year

Fall

MKTG 3115	Principles of Marketing (minimum 2.0 GPA)	3
MISM 4168	Systems Analysis & Design (minimum grade of C)	3
AREA H	Choose one of the following (minimum grade of C)	3
BUSA 3116	Managerial Decision Making	
MISM 4899	Independent Study	
MKTG 4138	Marketing Analytics	
STAT 3127	Statistical Computing	

AREA I	Business Elective (minimum 2.0 GPA)	3
AREA I	Business Elective (minimum 2.0 GPA)	3

Credit Hours	15
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Spring

BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3
BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0
MISM 4165	Project Management (minimum grade of C)	3
MISM 4128	Business Intelligence (minimum grade of C)	3
AREA I	General Elective (minimum 2.0 GPA)	3
AREA I	General Elective (minimum 2.0 GPA)	2

Credit Hours	14
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Total Credit Hours	123
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An overall 2.0 GPA is required for graduation.