



Sentry School of Business & Economics

University of Wisconsin - Stevens Point

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:** MATH 109 (MATH 107) **or** MATH 111 (MATH 107) **or** MATH 225 (MATH 118,119)
___ **Statistics Choose One:** 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 – Excel
___ **CIS 210** Database Design and Implementation (DAC 111)
___ **CIS 444** Advanced Database (CIS 210)
___ **CNMT 101** Introduction to Computing and Programming
___ **CNMT 110** Object Oriented Programming (CNMT 101)

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

- ___ **DAB 340** Marketing Analytics (BUS 330)
___ **DAB 370** Data Visualization and Communication
___ **DAB 440** Analytics and Decision Making (DAC 305)
___ **DAC 101** Intro to Data Analytics
___ **DAC 111** Python Programming for Data Analytics (DAC 101)
___ **DAC 305** Principles of Data and Modeling (DAC 101 and CIS 210)
___ **DAC 310** Data Mining (CIS 210 and DAC 305)
___ **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)