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)