



# 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 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 – Excel  
\_\_\_ **CIS 210** Database Design and Implementation (DAC 111)  
\_\_\_ **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 (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)