Bachelor of Science in Business
Business Analytics Track

Pre-major Courses
Calculus sequence: MATH 141-143 or MATH 161-162

Core Courses (9)
Statistics: ECON 230, STAT 213, or MATH 203 preferred
ECON 108: Principles of Economics
ECON 207: Intermediate Microeconomics
ACC 201: Financial Accounting
FIN 205: Financial Management
MKT 203: Principles of Marketing
CIS 220: Business Information Systems
BUS 221: Operations and Strategy
STR 203: Economic Theory of Organization

Business Analytics Track (6)
CIS 191: Intro. to Programming for Business Analytics
ECON 231W: Econometrics
CIS 240: Data Mgmt. & Descriptive Analytics for Business
CIS 242: Predictive Analytics

Electives (select 2)
ACC 221: Managerial Accounting
BUS 389: Business Research
CIS 211: Business Modeling with Excel
ECON 217: Contract Theory
ECON 233: Applied Econometrics
ECON 288: Game Theory
FIN 246: Cryptocurrencies, Blockchain, & FinTech
MKT 212: Marketing Research & Analytics
MKT 233: Advertising & Social Media
STR 221: Business Strategy
STR 241: Pricing Strategy

Did You Know?
MATH 141-143/MATH 161-162 and STAT 213/ECON 230 also satisfies your natural science cluster (Math & Statistics – N1MTH013).

Note: You can take track courses before completing the core as long as prerequisites are met.

Study Abroad
Plan ahead and meet with Education Abroad.

Internship & Career Preparation
Career destination is a combination of academic, co-curricular, and career interests. To explore different opportunities, visit the Greene Center.

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