



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

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.



Did You Know?

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