BS — Bachelor of Science in Business Business Analytics Track

Pre-Major Courses

Calculus sequence:
MATH 140-143 OR MATH 161-162

Core Courses (9)

One of the following statistics courses:
STAT 190, ECON 230, or MATH 203

ECON 108: Principles of Economics

ECON 207: Intermediate Microeconomics

ACC 201: Financial Accounting

MKT 203: Principles of Marketing

FIN 205: Financial Management

CIS 220: Business Information Systems & Analytics

BUS 221: Operations and Strategy

STR 203: Economic Theory of Organization

Business Analytics Track (6)

CIS 191: Intro to Programming for Business Analytics
OR CSC 161: Intro to Programming

ECON 231W: Econometrics

CIS 240: Data Management and Descriptive Analytics

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 and Social Media

STR 221: Business Strategy

STR 241: Pricing Strategy

Study Abroad
Plan ahead and meet with Education Abroad.

Career Development & Internships
We encourage you to connect with the Greene Center as early as your first year. Whether you're exploring career and major options, looking for experiences to help build your skills and resume, or need help strategizing how to reach your goals.

Did You Know?
You may have the Math & Statistics (N1MTH013) or Introduction to Calculus and Contemporary Math (N1MTH011) clusters complete through the business pre-major and major coursework.

AACSB ACCREDITED