

BUSINESS DATA ANALYTICS, BACHELOR OF SCIENCE (504)

Program Coordinator

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The Business Data Analytics major requires 66 semester hours. The major is designed to prepare students for professional careers using data analytics and technology. Students are trained to use data to improve decision making and gain insight. Local and global businesses are increasingly relying on the acquisition, management, and analysis of data. As the amount of data increases from all aspects of society so does the need for employees trained in data analytics. The Business Data Analytics major will provide students with a solid business foundation combined with a relevant study of data analytics. This major will help strengthen the knowledge economy in Kentucky and increase the availability of trained data analysts.

Program Requirements (66 hours)

A baccalaureate degree requires a minimum of 120 unduplicated semester hours. More information can be found at www.wku.edu/registrar/degree_certification.php. (https://www.wku.edu/registrar/degree_certification.php)

Students who began WKU in the Fall 2014 and thereafter should review the Colonnade requirements located at: <https://www.wku.edu/colonnade/colonnaderequirements.php>. (<https://www.wku.edu/colonnade/colonnaderequirements.php>)

Code	Title	Hours
Business Foundations		
MATH 123	Mathematical Applications for Business ¹	3
ACCT 110	Accounting for Decision Makers	3
BDAN 250	Introduction to Analytics	3
ECON 202	Principles of Economics (Micro)	3
ECON 206	Statistics	3
FIN 330	Principles of Finance	3
MKT 220	Basic Marketing Concepts	3
MGT 210	Organization and Management	3
MGT 498 or ENT 496	Strategy and Policy Hilltopper Student Consulting Experience	3
Career Preparation		
BA 170 or BA 175 or BA 220	Business Student Basics ² University Experience-Business Special Topics in Business Administration (Lower Division)	1
MGT 261	Business Communication Fundamentals	3
BDAN 399	Career Readiness in Business Data Analytics	1
BDAN 499	Senior Assessment in Business Data Analytics	1
Required for All Business Data Analytics Majors		
MGT 200	Legal Environment of Business	3

BDAN 305	Data Modeling and Analysis	3
BDAN 310	Business Data Analytics	3
BDAN 330	Structured Data Analysis	3
BDAN 350	Data Management	3
BDAN 410	DSS Analysis and Design	3
BDAN 420	Predictive Modeling	3
BDAN 430	Data Visualization	3
Select 9 hours from the following:		9
CIS 141	Analytics and Technology ³	
ACCT 3@		
ACCT 4@		
BDAN 3@		
BDAN 4@		
ECON 3@		
ECON 4@		
ENT 3@		
ENT 4@		
FIN 3@		
FIN 4@		
MGT 3@		
MGT 4@		
MKT 3@		
MKT 4@		
COMM 345	Advanced Presentational Speaking	
COMM 346	Persuasion	
COMM 349	Small Group Communication	
COMM 362	Organizational Communication	
CRIM 232	Introduction to Law Enforcement	
CRIM 330	Criminology	
CRIM 332	Juvenile Delinquency	
ENG 301	Argument and Analysis in Written Discourse	
ENG 306	Business Writing	
ENG 307	Technical Writing	
ENG 401	Advanced Composition	
ENG 415	Writing and Technology	
GISC 316	Geographic Information Systems I	
GISC 317	Geographic Information Systems II	
GISC 417	GIS Analysis & Modeling	
GISC 419	GIS Programming	
HCA 340	Health Care Organization and Management	
HCA 342	Human Resources Management for Healthcare Managers	
HCA 343	Quality Management for Healthcare	
HCA 344	Health Systems Management	
HCA 346	Ambulatory Care Administration	
HCA 442	Principles and Methods of Health Planning	
HCA 445	Health Care Finance	
HCA 446	Health Care Informatics	
MIL 301	Army Training Management and Warfighting Functions	

MIL 302	Applied Tactical Army Leadership
MIL 401	Professional Leadership Skills
Total Hours	66

¹ Or any calculus class, or math ACT score of at least 26, or math SAT score of at least 610

² BA175 is only for Business LLC students. BA220 is only for transfer students and students who choose a business major as a sophomore or later.

³ CIS 141 is highly recommended for Business Data Analytics majors, especially those without training on Microsoft Office

Business Data Analytics Upper-Division Elective	3 General University Elective	3
General University Upper-Division Elective	3 MGT 498 or ENT 496	3
	BDAN 499	1
	15	16

Total Hours 122

Finish in Four Plan Business Data Analytics

First Year

Fall	Hours	Spring	Hours
BA 170		1 ACCT 110	3
CIS 141 (or another elective) ³		3 COMM 145	3
ECON 202		3 HIST 101 or HIST 102	3
ENG 100		3 Colonnade: Arts & Humanities	3
MATH 123		3 Colonnade: Natural & Physical Sciences with lab	3
General University Elective		2	
	15		15

Second Year

Fall	Hours	Spring	Hours
ECON 206		3 BDAN 250	3
MGT 261		3 MGT 200	3
MGT 210		3 MKT 220	3
Colonnade: Literary Studies		3 Colonnade: Connections ¹	3
General University Elective		3 Colonnade: Natural & Physical Sciences	3
	15		15

Third Year

Fall	Hours	Spring	Hours
BDAN 305		3 BDAN 310	3
General University Upper-Division Elective		3 BDAN 330	3
FIN 330		3 BDAN 350	3
Colonnade: Connections ²		3 CIS 205 (Colonnade: Connections)	3
General University Elective		3 BDAN 399	1
		Colonnade: Writing in the Disciplines	3
	15		16

Fourth Year

Fall	Hours	Spring	Hours
BDAN 410		3 Business Data Analytics Upper-Division Elective	3
BDAN 420		3 Business Data Analytics Upper-Division Elective	3
BDAN 430		3 General University Elective	3