Data Analytics
(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.

**Mathematics Core** (8-9 credits)
- **Calculus** choose one course Math 109 (MATH 107), Math 111 (MATH 107) or Math 225 (MATH 118,119)
- **MATH 255** Statistics (MATH 95) or ECON 243, FOR 321, HS 301, MATH 354, MATH 357, PSYC 300, SOC 351

**5 Computing Core** (16 credits)
- **CIS 102** Practicum in Computing – Spreadsheet
- **CIS 210** Database Design and Implementation (CNMT 110)
- **CIS 444** Advanced Database (CIS 210)
- **CNMT 100** Principles of Computing
- **CNMT 110** Object Oriented Programming (CNMT 100)

**8 Data Analytics Core** (30 credits) - May be taken out-of-sequence if the course prerequisites are satisfied.
- **DAB 340** Marketing Analytics
- **DAB 370** Data Visualization and Communication
- **DAB 440** Analytics and Decision Making
- **DAC 101** Intro to Data Analytics
- **DAC 111** Programming for Data Analytics (CNMT 100)
- **DAC 205** Principles of Data and Modeling (DAC 101)
- **DAC 299** Data Analytic Seminar (may take up to four times)
- **DAC 310** Data Mining (CIS 210 and DAC 205)
- **DAC 480** Applied Analytics Project (Instructor consent required, meant for final semester)

**2 Business Courses** (6 credits)
- **BUS 350** Principles of Finance (Acct 210)
- **BUS 360** Principles of Production (Calculus and Stats)

**1 Accounting** (3 credits)
- **ACCT 210** Introductory Financial Accounting

**2 Economics Courses** (6 credits)
- **Econ 111** Principles of Microeconomics
- **Econ 310** Econometrics (Econ 111 and Stats)