



School of Business & Economics
College of Professional Studies
University of Wisconsin - Stevens Point

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.**
- **You can find more expansive detail in the [course catalog](#)**

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 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)