



BACHELOR OF SCIENCE in BUSINESS DATA ANALYTICS (#504)
 Department of Information Systems
 Gordon Ford College of Business
 Western Kentucky University

The suggested program of study shown below should be used in consultation with your advisor(s). Every student will finish with a unique plan of his/her own depending on the electives selected.

Success Markers

SAMPLE - 4 year plan

FIRST YEAR <i>Visit the Math lab for FREE tutoring</i>	Fall Semester		Spring Semester	
	ENG 100, Introduction to College Writing (F-W1)	3	ENG 200, Introduction Literature (ENG 100) (F-AH)	3
	BA 175, University Experience Business	3	Arts & Humanities (E-AH)	3
	*CIS 141, Basic Computer Literacy	3	HIST 101 or 102, World History I or II (F-SB)	3
	*MATH 116, College Algebra (F-QR)	3	*ACCT 200, Introductory Accounting – Financial (Completion of Colonnade Math)	3
	*COMM 145, Fund Speaking/COMM: BUS/PROF (F-OC)	3	Foreign Language (Language Proficiency)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

SECOND YEAR <i>Join An Organization Or Volunteer</i>	Fall Semester		Spring Semester	
	CIS 243, Principles of MIS (CIS 141)	3	Natural & Physical Sciences with lab (E-SL)	3
	*ACCT 201, Introductory Accounting – Managerial (ACCT 200)	3	*ECON 203, Principles of Economics - Macro (Sophomore) (E-SB)	3
	Natural & Physical Sciences (E-NS)	3	*ECON 206, Statistics (ECON 202/203 and MATH 116)	3
	MGT 210, Organization and Management (Sophomore)	3	MGT 200, Legal Environment of Business (Sophomore)	3
	*ECON 202, Principles of Economics - Micro (Sophomore) (E-SB)	3	MKT 220, Basic Marketing Concepts (Sophomore)	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

World Language Proficiency: All students entering in fall 2014 or later must demonstrate proficiency in a world language at the Novice High level before completing 60 credit hours. Novice high is the ability to communicate in writing and speaking on familiar topics in simple sentences. To meet this requirement, students may take college language courses or take a proficiency test. For more information go to: <http://www.wku.edu/modernlanguages/placement/>.

Colonnade Program: All students entering in fall 2014 or later must complete 39 hours in 13 specific Colonnade areas. Colonnade areas are listed in parentheses marked in blue after the corresponding classes. Some areas may have specific course requirements while others can be chosen from selected lists of options. For more details and to see lists of options, go to http://www.wku.edu/colonnade/documents/approved_colonnade_courses_website.pdf.

Admission to the Gordon Ford College of Business and the Business Data Analytics Major – To gain admission to the Gordon Ford College of Business (GFCB) students must have 60 earned hours with a minimum 2.5 overall GPA. They must also complete the eight admission courses (ACCT 200, ACCT 201; CIS 141; COMM 145; ECON 202, ECON 203, ECON 206; MATH 116 (or higher). Business Data Analytics majors must also earn a separately calculated 2.5 GPA in ACCT 201; CIS 141; COMM 145; ECON 203, ECON 206; MATH 116 (or higher).

THIRD YEAR <i>Visit the Center for Career and Professional Development</i>	Fall Semester		Spring Semester	
	ENG 300, Writing in the Disciplines (ENG 200 or permission of instructor) (F-W2)	3	BDAN 310, Business Data Analysis (CIS 243)	3
	FIN 330, Principles of Financial Management (ACCT 200, MATH 116, & ECON 202/203)	3	BDAN 320, Web Analytics (CIS 243)	3
	MGT 313, Decision Modeling (ECON 206; CIS 243) OR ECON 306, Stat Analysis (ECON 206)	3	BDAN 330, Structured Data Analysis (CIS 243)	3
	MGT 314, Operations Management (ECON 206)	3	CIS 205, Technology in Society and Business; Connections (K-LG)	3
	Connections (K-SC)	3	Upper Division Elective (if ENG 300 not chosen)/General Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

FOURTH YEAR <i>Apply for Graduation and CELEBRATE!</i>	Fall Semester		Spring Semester	
	BDAN 410, Decision Support Systems Analysis & Design (CIS 243)	3	BDAN ELECTIVE (Upper-Division)	3
	BDAN 420, Data Mining (BDAN 310)	3	BDAN ELECTIVE (Upper-Division)	3
	BDAN 430, Data Visualization and Digital Dashboards (BDAN 310)	3	BDAN ELECTIVE (Upper-Division)	3
	Connections (K-SY)	3	MGT 498, Strategy & Policy OR ENT 496, Small Bus. Analysis & Strategy (Senior, ACCT 201, CIS 243, FIN 330, MGT 210, MGT 314, MKT 220)	3
	General University Elective	3	General University Elective	3
	TOTAL CREDIT HOURS	15	TOTAL CREDIT HOURS	15

Total Credit Hours:120

* Denotes prerequisite courses before program admission

For more Information:

Department: Department of Information Systems, Grise Hall 202

Website: <https://www.wku.edu/information-systems/>

Phone: (270) 745-5408

Email: cis@wku.edu

Course Descriptions: <http://www.wku.edu/undergraduatecatalog/>

