

BUSINESS ANALYTICS - BUSINESS ANALYTICS EMPHASIS REQUIREMENTS (BBA)

Code	Title	Units
Major Requirements - 27 units ¹		
ITSCM 180	INTRODUCTION TO PROGRAMMING FOR BUSINESS APPLICATIONS	3
ITSCM 230	INTRODUCTION TO BUSINESS ANALYTICS	3
ITSCM 314	DATABASE DESIGN AND ADMINISTRATION	3
ECON 345	ECONOMETRICS	3
or STAT 342	APPLIED STATISTICS	
ITSCM 410	BUSINESS PROCESS ANALYTICS & MANAGEMENT	3
ITSCM 384	APPLIED DATA MINING & ARTIFICIAL INTELLIGENCE FOR BUSINESS	3
or ITSCM 414	TEXT MINING & GENERATIVE AI	
Select 9 units from: ²		9
ITSCM 382	DATA VISUALIZATION AND STORYTELLING IN BUSINESS	
ITSCM 384	APPLIED DATA MINING & ARTIFICIAL INTELLIGENCE FOR BUSINESS	
ITSCM 414	TEXT MINING & GENERATIVE AI	
ITSCM 444	IT SECURITY ANALYTICS	
ITSCM 450	LOGISTICS AND PRODUCTION SYSTEMS	
ITSCM 457	WAREHOUSE ANALYTICS AND TECHNOLOGIES	
ITSCM 458	GLOBAL SOURCING AND TRANSPORTATION	
ITSCM 471	INTRODUCTION TO SUPPLY CHAIN ANALYTICS	
ITSCM 493	IT INTERNSHIP	
ECON 446	ADVANCED ECONOMETRICS	
or STAT 420	APPLIED REGRESSION ANALYSIS	
MARKETNG 351	INTRODUCTION TO DIGITAL MARKETING	
MARKETNG 352	SOCIAL MEDIA AND CONTENT MARKETING	
MARKETNG 353	ADVANCED DIGITAL MARKETING AND ARTIFICIAL INTELLIGENCE	
MARKETNG 445	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
MARKETNG 493	INTERNSHIP IN MARKETING	
Total Units		27

¹ Minimum 2.50 GPA in the major required for graduation. Maximum of 2 transfer courses and 3 units of independent study (498) allowed.

² A single course may not be used to satisfy both the Required Course and the Elective Course categories.