BUSINESS ANALYTICS - DATA MINING AND ARTIFICIAL INTELLIGENCE EMPHASIS REQUIREMENTS (BBA)

Code	Title	Units
Major Requirements - 27 units [1]		
ECON 345	ECONOMETRICS	3
or STAT 342	APPLIED STATISTICS	
ITSCM 180	INTRODUCTION TO PROGRAMMING FOR BUSINESS APPLICATIONS	3
ITSCM 230	INTRODUCTION TO BUSINESS ANALYTICS	3
ITSCM 314	DATABASE DESIGN AND ADMINISTRATION	3
ITSCM 382	DATA VISUALIZATION AND STORYTELLING IN BUSINESS	3
or ITSCM 410	BUSINESS PROCESS ANALYTICS & MANAGEMENT	
ITSCM 384	APPLIED DATA MINING & ARTIFICIAL INTELLIGENCE FOR BUSINESS	3
ITSCM 414	TEXT MINING & GENERATIVE AI	3
Select 6 units:		**6**
COMPSCI 312	INTERMEDIATE DATA SCIENCE	
ITSCM 210	SPORTS ANALYTICS	
ITSCM 382	DATA VISUALIZATION AND STORYTELLING IN BUSINESS	
ITSCM 410	BUSINESS PROCESS ANALYTICS & MANAGEMENT	
ITSCM 420	DATA WRANGLING	
ITSCM 440	BUSINESS ANALYTICS PRACTICUM	
ITSCM 483	PRESCRIPTIVE ANALYTICS FOR BUSINESS	
ITSCM 493	IT INTERNSHIP	
ITSCM 495	EMERGING TOPICS	
MARKETNG 445	MARKETING ANALYTICS AND ARTIFICIAL INTELLIGENCE	
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.