

**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.

**SAMPLE - Four Year Plan**

Fall Semester		Spring Semester	
BA 170, Business Student Basics	1	ACCT 200, Introductory Accounting – Financial	3
CIS 141, Basic Computer Literacy	3	Arts & Humanities (E-AH)	3
ECON 202, Principles of Economics – Micro (E-SB)	3	COMM 145, Fund Speaking (F-OC)	3
ENG 100, Introduction to College Writing (F-W1)	3	HIST 101 <b>OR</b> 102, World History I <b>OR</b> II (F-SB)	3
MATH 123, Mathematical Apps for Business (F-QR)	3	Natural & Physical Sciences with lab (E-SL)	3
General University Elective	2		
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

Fall Semester		Spring Semester	
ACCT 201, Introductory Accounting – Managerial	3	CIS 243, Principles of MIS	3
ECON 203, Principles of Economics – Macro (E-SB)	3	Connections <sup>1</sup> (K-SC or K-LG or K-SY)	3
ECON 206, Statistics	3	MGT 200, Legal Environment of Business	3
Literary Studies (F-AH)	3	MKT 220, Basic Marketing Concepts	3
MGT 210, Organization and Management	3	Natural & Physical Sciences (E-NS)	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

For more details and courses offered in the **Colonnade General Education** program visit  
<https://www.wku.edu/colonnade/>.

Language Proficiency of novice-high before completing 60 credit hours is required (or completion of 2<sup>nd</sup> level of a language). Two credits (or equivalent) of a single world language in High School satisfies this WKU requirement.

**Admission to the Major** – To gain admission to the Business Data Analytics major 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 123 (or higher) and have a separately calculated 2.5 GPA in ACCT 201, CIS 141, COMM 145, ECON 203, ECON 206, and MATH 123 (or higher).

Fall Semester		Spring Semester	
Connections <sup>2</sup> (K-SC or K-LG or K-SY)	3	BDAN 310, Business Data Analysis	3
FIN 330, Principles of Financial Management	3	BDAN 320, Web Analytics	3
General University Elective	3	BDAN 330, Structured Data Analysis	3
MGT 313, Decision Modeling <b>OR</b> ECON 306, Statistical Analysis	3	Connections <sup>3</sup> (K-SC or K-LG or K-SY)	3
MGT 314, Operations Management	3	Writing in the Disciplines (F-W2)	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>

Fall Semester		Spring Semester	
BDAN 410, Decision Support Systems Analysis & Design	3	Business Data Analytics Upper-Division Elective	3
BDAN 420, Data Mining	3	Business Data Analytics Upper-Division Elective	3
BDAN 430, Data Visualization	3	General University Elective	3
Business Data Analytics Upper-Division Elective	3	General University Elective	3
General University Upper-Division Elective	3	MGT 498, Strategy & Policy <b>OR</b> ENT 496, Small Business Analysis & Strategy	3
<b>TOTAL CREDIT HOURS</b>	<b>15</b>	<b>TOTAL CREDIT HOURS</b>	<b>15</b>
<b>Total Credit Hours: 120</b>			

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**Phone:** (270) 745-5408

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

**Email:** [SysInfo@wku.edu](mailto:SysInfo@wku.edu)

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