DATA ANALYTICS CONCENTRATION

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

OVERVIEW OF THE PROGRAM:

The Data Analytics Concentration within the Bachelor of Science (B.S.) degree in Business Administration balances business management principles and data analytics tools and technologies. Over the past decade, there has been explosive growth in technology and significant volumes of data produced in essentially every field. Data Analytics is a discipline that uses varying degrees of statistics, data visualizations, computer programming, data mining, machine learning, and database engineering to solve complex business problems and drives innovation. The program is provided to a diverse population of students within a learning-centric environment which fosters independent thinking and life-long learning. The Business Administration Program is Accredited by the Accreditation Council for Business Schools & Programs (ACBSP).

EMPLOYMENT OPPORTUNITIES:

Students completing the B.S. in Business Administration with the Data Analytics Concentration will be able to compete for positions related to Information Systems (IS), Accounting, Manufacturing, Finance, Economics, Marketing, Management, Healthcare, Government, Education and more. Specific job titles may include: data analyst, data analytics and visualization specialist, data analytics and reporting associate, business analyst, product analyst, junior data scientist, and more.

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FAIRMONT STATE UNIVERSITY
College of Business & Aviation

ACBSP ACCREDITED

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MODEL SCHEDULE

FRESHMAN FIRST SEMESTER
BISM 1200 INTRO TO COMPUTING	3
(FULFILLS **CORE #10** PERSONAL DEVELOPMENT/TECHNOLOGY)	
BSBA 2211 PRINCIPLES OF MACROECONOMICS	3
(FULFILLS **CORE #8** SOCIAL SCIENCE W/ CRITICAL THINKING)	
BSBA 1100 BUSINESS ON BOARDING	3
(RECOMMENDED **CORE #1** FIRST YEAR SEMINAR)*****	
ENGL 1101 WRITTEN ENGLISH	3-4
(FULFILLS **CORE #2** WRITTEN COMMUNICATION)	
MATH 1430/1530 COLLEGE ALGEBRA	3-4
(FULFILLS **CORE #4** MATHEMATICS)	
TOTAL	15-17

FRESHMAN SECOND SEMESTER
BISM 1500 BUSINESS INFORMATION TOOLS	3
BSBA 2212 PRINCIPLES OF MICROECONOMICS	3
ENGL 1102 WRITTEN ENGLISH II	3
(RECOMMENDED **CORE #2** WRITTEN COMMUNICATION)*	
BSBA 2204 PRINCIPLES OF MARKETING	3
CHOOSE COURSE FROM **CORE #5** HUMANITIES W/ CRITICAL THINKING	3
TOTAL	15

SOPHOMORE FIRST SEMESTER
BSBA 2209 PRINCIPLES OF MANAGEMENT	3
BSBA 2220 FUNDAMENTALS OF ACCOUNTING	3
COMM 2202 INTRO TO COMMUNICATION IN THE WORLD OF WORK	3
(RECOMMENDED **CORE #3** ORAL COMMUNICATION)*****	
CHOOSE COURSE FROM **CORE #9** CITIZENSHIP	3
ELECTIVE	3
TOTAL	15

SOPHOMORE SECOND SEMESTER
BISM 2000 MANAGEMENT INFORMATION SYSTEMS	3
BSBA 2221 INTRODUCTION TO FINANCIAL MANAGEMENT	3
BSBA 2800 BUSINESS COMMUNICATIONS IN A DIGITAL AGE	3
CHOOSE FROM COURSES IN **CORE #7** NATURAL SCIENCE.W/ CRITICAL THINKING	4
ELECTIVE	2
TOTAL	15

JUNIOR FIRST SEMESTER
BISM 3000 BUSINESS PROGRAMMING LOGIC	3
BISM 3300 INFORMATION SYSTEM AND DATA ANALYTICS FOR LEADERS	3
BISM 3400 DATABASE DESIGN AND DEVELOPMENT	3
CHOOSE FROM **CORE #6** FINE ARTS W/ CRITICAL THINKING	3
ELECTIVE	3
TOTAL	15

JUNIOR SECOND SEMESTER
BSBA 3310 BUSINESS & ECONOMIC STATISTICS	3
BSBA 3320 INTERNATIONAL BUSINESS	3
BSBA 3306 BUSINESS LAW	3
ELECTIVE	3
ELECTIVE	3
TOTAL	15

SENIOR FIRST SEMESTER
BSBA 4415 STRATEGIC MANAGEMENT & POLICY	3
MGMT 4409 QUANTITATIVE MANAGEMENT	3
ELECTIVE	3
ELECTIVE	3
ELECTIVE	3
TOTAL	15

SENIOR SECOND SEMESTER
BISM 4998 UNDERGRADUATE RESEARCH *(BUSINESS ANALYTICS CAPSTONE)*	3
BSBA 4420 BUSINESS ETHICS AND CORPORATE ACCOUNTABILITY	3
BISM 4300 BUSINESS INTELLIGENCE	3
ELECTIVE	3
ELECTIVE	3
TOTAL	15

* STUDENTS MAY CHOOSE FROM APPROVED LIST OF CORE CURRICULUM COURSES IN WHICH THEY ARE ELIGIBLE TO ENROLL.

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CONTACT INFORMATION
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