

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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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
ACCT 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.



**FAIRMONT STATE
UNIVERSITY™**
College of Business & Aviation

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CONTACT INFORMATION

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