



Sample 4-Year Plan – Academic Year 2024-2025 Requirements
BUSINESS ANALYTICS – DATA MINING AND AI EMPHASIS MAJOR (BBA)

The 4-year Plan illustrates the course schedule a new freshman could take to complete a degree in 4 years; it is not an official document. Refer to the Academic Advising Report (AAR) for full requirements.

To graduate, business students must have:

- At least 120 credits
- Minimum GPA of 2.5 in the following areas: major requirements, combined transfer and UW-Whitewater GPA, and in all subjects offered by the College of Business and Economics
- Transfer students may have different CORE requirements than those listed. Refer to your Advising Report for requirements.

For more detailed information visit [General Education Requirements](#) or [Business Analytics Requirements \(BBA\)](#) or the [Department's Website](#)

1 st Semester	Credits	2 nd Semester	Credits
ENGLISH 101 (<i>Prereq: English 90</i>)	3	ENGLISH 102 (<i>Prereq: English 101</i>)	3
MATH 139 (<i>Prereq: Math 41</i>) <u>OR</u> MATH 143 (<i>Prereq: C or better in Math 139</i>)	3	MATH 143 (<i>Prereq: C or better in Math 139</i>) <u>OR</u> General Elective	3
Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3	ITSCM 180	3
INTRAUNV 104 (recommended)	1	Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3
Select 2 courses from list below	5-6	Select 1-2 course(s) from list below	3-4
Semester Total	15-16	Semester Total	15-16
Courses that can be taken either semester:			
<ul style="list-style-type: none"> • BEINDP 101 – 3 credits • COMM 110 – 3 credits 		<ul style="list-style-type: none"> • PEGNRL 192 Personal Health and Fitness – 1 credit • General Education Elective <u>OR</u> Diversity – 2-3 credits 	

3 rd Semester	Credits	4 th Semester	Credits
ITSCM 280	3	ECON 202 (<i>Prereq: Econ 201</i>)	3
ECON 201 (<i>Prereq: Math 139</i>)	3	ACCOUNT 249 (<i>Prereq: ACCOUNT 244</i>)	3
ACCOUNT 244 (<i>Prereq: Math 139 and 24 credits in progress</i>)	3	ITSCM 230	3
BEINDP 290 (<i>Prereq: English 102</i>)	2	Lab Science (GL)	4-5
BEINDP 288 (<i>Prereq: English 102</i>)	1	Select 1 course from list below	3
Select 1 course from list below	3		
Semester Total	15	Semester Total	16-17
Courses that can be taken either semester:			
<ul style="list-style-type: none"> • ECON 245 (<i>Prereq: Math 143</i>) – 3 credits • COMM 110 – 3 credits 		<ul style="list-style-type: none"> • General Education Elective <u>OR</u> Diversity – 3 credits 	

5 th Semester	Credits	6 th Semester	Credits
ITSCM 314 <u>OR</u> ITSCM 773 (<i>Prereq: Advisor Consent</i>)	3	CORE 390 (<i>Prereq: 60 completed credits</i>)	3
ITSCM 382 (<i>Prereq: ITSCM 280</i>) (F, SO) <u>OR</u> ITSCM 410 (<i>Prereq: ITSCM 230 or 310 or 320</i>) (SO) <u>OR</u> ITSCM 776 (<i>Prereq: Advisor Consent</i>) <u>OR</u> ITSCM 779 (<i>Prereq: Advisor Consent</i>)	3	ECON 345 (<i>Prereq: ECON 245</i>) <u>OR</u> STAT 342 (<i>Prereq: MATH 250 OR MATH 253 with C or Better</i>) and (STAT 263 OR COMPSCI 172 OR COMPSCI 174)	3
2 from BUSINESS CORE (Listed on Page 2)	6	ITSCM 414 (<i>Prereq: ITSCM 180 and ITSCM 230</i>) (S)	3
Select a CORE course (CORE 110,130, <u>OR</u> 120/140)	3	BUSINESS CORE	3
		General Education Elective <u>OR</u> Diversity	3
Semester Total	15	Semester Total	15

7 th Semester	Credits	8 th Semester	Credits
2 from Business Analytics Electives (Listed on Page 2)	6	International requirement	3
ITSCM 384 (<i>Prereq: ITSCM 180 and ITSCM 230</i>) (FO)	3	MANGEMNT489 (<i>Prereq: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, and MARKETNG 211</i>)	3
2 from BUSINESS CORE	6	Elective credits as needed	6-9
Semester Total	12-15	Semester Total	12-15

Business Core Courses

All business majors are required to take the core business courses listed below. Specific core courses are sometimes recommended in specific semesters; otherwise, you may take them in either semester.

ACCOUNT 244-Intro to Financial Accounting (Prereq: Math 139 or Math 141 or Math 142 and 24 credits in progress)

ACCOUNT 249-Intro to Managerial Accounting (Prereq: Account 244)

BEINDP 288-Career Information (Prereq: English 102 or English 105)

BEINDP 290-Business Writing (Prereq: English 102 or English 105)

ECON 245-Business Statistics (Prereq: Math 143 or Math 152 or Math 243 or Math 250 or Math 253 or (Math 142 And Math 151))

ITSCM 280-Introduction to Information Systems (Prereq: Minimum Sophomore Standing)

MARKETNG 211-Principles of Marketing (Prereq: Minimum Sophomore Standing)

FNBSLW 341-Business and Commercial Law (Prereq: Minimum Junior Standing)

FNBSLW 344-Business Finance (Prereq: Account 244 and (Econ 245 Or Stat 342))

ITSCM 306-Intro to Supply Chain Management (Prereq: Minimum Junior Standing)

MANGEMNT 301-Organizational Behavior (Prereq: Minimum Sophomore Standing)

MANGEMNT 489-Strategic Management (Senior-level college capstone course with FIVE PRE-REQUISITES: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, And MARKETNG 211)

Business Analytics Electives - 6 Credits Required (2 courses)

Select from the following list of courses:

- ITSCM 210-Sports Analytics (F)
- ITSCM 382-Data Visualization and Storytelling in Business (Prereq: ITSCM 280) (F, SO) OR
 - ITSCM 779-Visual Analytics for Business (Prereq: Advisor Approval)
- ITSCM 410-Business Process Analytics & Management (Prereq: ITSCM 230 or 310 or 320) (SO) OR
 - ITSCM 776-Business Process Innovation & Management (Prereq: Advisor Approval)
- ITSCM 420-Data Wrangling (Prereq: ITSCM 314, 2.5 GPA) (F)
- ITSCM 440-Business Analytics Practicum
- ITSCM 483-Prescriptive Analytics for Business (Prereq: ITSCM 230 OR ITSCM 471, 2.5 GPA)
- ITSCM 493-IT Internship (Prereq: DEPARTMENT CONSENT, 2.5 GPA)
- ITSCM 495-Emerging Topics
- MARKETNG 445-Marketing Analytics & Artificial Intelligence (F) (Prereq: MARKETNG 211, 2.5 GPA) (F)
- COMPSCI 312-Intermediate Data Science (Prereq: (COMPSCI 170 & COMPSCI 180) Or (COMPSCI 220 Or COMPSCI 221 Or COMPSCI 222)) & One Course in Statistics (BIOLOGY 303 Or ECON 245 Or STAT 230 Or STAT 342 Or PSYCH 215 Or SOCIOLOGY 295 Or SOCWORK 250) Or Instructor Consent)

(F) = Course only offered F2F in fall, (FO) = Course only offered online in fall, (S) = Course only offered F2F in spring, (SO) = Course only offered in spring online