



**Sample 4-Year Plan – Academic Year 2024-2025 Requirements**  
**BUSINESS ANALYTICS – MARKETING 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 <sup>st</sup> Semester	Credits	2 <sup>nd</sup> 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 course(s) from list below	5-6	Select 1-2 course(s) from list below	3-4
<b>Semester Total</b>	<b>15-16</b>	<b>Semester Total</b>	<b>15-16</b>

**Courses that can be taken either semester:**

- BEINDP 101 – 3 credits
- COMM 110 – 3 credits
- PEGNRL 192 Personal Health and Fitness – 1 credit
- General Education Elective OR Diversity – 2-3 credits

3 <sup>rd</sup> Semester	Credits	4 <sup>th</sup> 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		
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>16-17</b>

**Courses that can be taken either semester:**

- ECON 245 (*Prereq: Math 143*) – 3 credits
- COMM 110 – 3 credits
- General Education Elective OR Diversity – 3 credits

5 <sup>th</sup> Semester	Credits	6 <sup>th</sup> 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> ) ( <b>F, SO</b> ) <u>OR</u> ITSCM 410 ( <i>Prereq: ITSCM 230 or 310 or 320</i> ) ( <b>SO</b> ) <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 ( <b>STAT 263 OR COMPSCI 172 OR COMPSCI 174</b> )	3
2 from BUSINESS CORE ( <i>Listed on Page 2</i> )	6	ITSCM 384 ( <i>Prereq: ITSCM 180 and ITSCM 230</i> ) ( <b>FO</b> ) <u>OR</u> ITSCM 414 ( <i>Prereq: ITSCM 180 and ITSCM 230</i> ) ( <b>S</b> )	3
Select a CORE course (CORE 110,130, OR 120/140)	3	BUSINESS CORE	3
		General Education Elective OR Diversity	3
<b>Semester Total</b>	<b>15</b>	<b>Semester Total</b>	<b>15</b>

7 <sup>th</sup> Semester	Credits	8 <sup>th</sup> Semester	Credits
2 from Business Analytics Electives ( <i>Listed on Page 2</i> )	6	1 from Business Analytics Electives	3
Elective credits as needed	6-9	International requirement	3
		MANGEMNT489 ( <i>Prereq: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, and MARKETNG 211</i> )	3
		Elective credits as needed	3
<b>Semester Total</b>	<b>12-15</b>	<b>Semester Total</b>	<b>12-15</b>

## Business Core Courses

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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 - 9 Credits Required (3 courses)

Select from the following list of courses:

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- MARKETNG 351-Introduction to Digital Marketing (Prereq: MARKETNG 211)
  - MARKETNG 352-Social Media & Content Marketing (Prereq: MARKETNG 211)
  - MARKETNG 353-Advanced Digital Marketing (Prereq: MARKETNG 211 & MARKETNG 351) (S) OR
    - ITSCM 772-Digital Marketing (Prereq: Advisor Approval)

(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

## General Advising Notes

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Students should take ITSCM 180 in their second semester. ITSCM 314 & ITSCM 410 should be taken in the fifth semester.

Business Analytics Electives should be done during the 7th & 8th semesters.