



Sample 4-Year Plan – Academic Year 2024-2025 Requirements

BUSINESS ANALYTICS – BUSINESS ANALYTICS 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 (Prereq: English 90)	3	ENGLISH 102 (Prereq: English 101)	3
MATH 139 (Prereq: Math 41) <u>OR</u> MATH 143 (Prereq: C or better in Math 139)	3	MATH 143 (Prereq: C or better in Math 139) <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
Semester Total	15-16	Semester Total	15-16

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 rd Semester	Credits	4 th Semester	Credits
ITSCM 280	3	ECON 202 (Prereq: Econ 201)	3
ECON 201 (Prereq: Math 139)	3	ACCOUNT 249 (Prereq: ACCOUNT 244)	3
ACCOUNT 244 (Prereq: Math 139 and 24 credits in progress)	3	ITSCM 230	3
BEINDP 290 (Prereq: English 102)	2	Lab Science (GL)	4-5
BEINDP 288 (Prereq: English 102)	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:

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

5 th Semester	Credits	6 th Semester	Credits
ITSCM 314 <u>OR</u> ITSCM 773 (Prereq: Advisor Approval)	3	ITSCM 384 (Prereq: ITSCM 180 and ITSCM 230) (FO) <u>OR</u> ITSCM 414 (Prereq: ITSCM 180 and ITSCM 230) (S)	3
ECON 345 (Prereq: ECON 245) <u>OR</u> STAT 342 (Prereq: MATH 250 OR MATH 253 with C or Better) and (STAT 263 OR COMPSCI 172 OR COMPSCI 174)	3	ITSCM 382 (Prereq: ITSCM 280) (F, SO) <u>OR</u> ITSCM 410 (Prereq: ITSCM 230 OR 310 OR 320) (SO) <u>OR</u> ITSCM 776 (Prereq: Advisor Approval) <u>OR</u> ITSCM 779 (Prereq: Advisor Approval)	3
2 from the BUSINESS CORE (Listed on Page 2)	6	CORE 390 (Prereq: 60 completed credits)	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	1 from Business Analytics Electives	3
2 from BUSINESS CORE	6	International requirement	3
Elective credits as needed	0-3	MANGEMNT 489 (Prereq: FNBSLW 341, FNBSLW 344, MANGEMNT 301, ITSCM 306, and MARKETNG 211)	3
		Elective credits as needed	3
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 - 9 Credits Required (3 courses)

Select from the following list of courses:

- ITSCM 210-Sports Analytics (F)
- ITSCM 382-Visualization, Infographics, & Technical Documentation (Prereq: ITSCM 280) (F, SO) OR
 - ITSCM 779-Visual Analytics for Business (Prereq: Advisor Approval)
- ITSCM 384-Data Mining for Business Analytics (Prereq: ITSCM 180 & ITSCM 230) (FO)
- 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 414-Mining Unstructured Data (Prereq: ITSCM 180 & ITSCM 230) (S)
- ITSCM 420-Data Wrangling (Prereq: ITSCM 314) (F)
- ITSCM 440-Business Analytics Practicum
- ITSCM 444-IT Security Analytics (Prereq: ITSCM 180, ITSCM 221, ITSCM 230, ECON 245, ITSCM 314)
- ITSCM 450-Logistics & Production Systems (Prereq: ITSCM 306) (F, SO)
- ITSCM 457-Warehouse Analytics & Technologies (Prereq: ITSCM 306) (S)
- ITSCM 458-Global Sourcing & Transportation (Prereq: ITSCM 306) (S)
- ITSCM 471-Introduction to Supply Chain Analytics (Prereq: ITSCM 306) (F, SO) OR
 - ITSCM 781-Supply Chain Analytics (Prereq: Advisor Approval)
- ITSCM 483-Prescriptive Analytics for Business (Prereq: ITSCM 230 or ITSCM 471) (F)
- ITSCM 493-IT Internship (Prereq: DEPARTMENT CONSENT)
- ITSCM 495-Emerging Topics
- COMPSCI 312-Intermediate Data Science (Prereq: (COMPSCI 170 and COMPSCI 180) or (COMPSCI 220 or COMPSCI 221 or COMPSCI 222)) and 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
- 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
 - MARKETNG 772-Digital Marketing (Prereq: Advisor Approval)
- MARKETNG 445-Marketing Analytics & Artificial Intelligence (Prereq: MARKETNG 211) (F) OR
 - MARKETNG 777-Artificial Intelligence in Marketing (Prereq: Advisor Approval)
- MARKETNG 493-Internship in Marketing (Prereq: DEPARTMENT CONSENT)
- ECON 446-Advanced Econometrics (Prereq: ECON 345 WITH C+ OR BETTER) (S) OR
 - STAT 420-Applied Regression Analysis (Prereq: STAT 342 or CONSENT OF INSTRUCTOR) (F)

(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