



**Degree Plan for Bachelor of Science, Business Administration  
with Data Analytics Concentration  
2024 Degree Completion Plan**

Important: This degree is effective for those starting this degree program in Fall 2024 through Summer 2025. This degree plan will remain in effect for students who do not break enrollment or who do not change degree programs, concentrations, or cognates.

**GENERAL EDUCATION/FOUNDATIONAL SKILLS REQUIREMENTS (42 hours)**

| <u>Course:</u>                               |                               | <u>Crd</u> | <u>Sem</u> | <u>Grade</u> |
|--|-------------------------------|------------|------------|--------------|
| <b>New Student Experience (3 hours)</b>      |                               |            |            |              |
| SSE 100                                      | Student Success in Higher Ed. | 3          |            |              |
| <b>Service-Learning Leadership (3 hours)</b> |                               |            |            |              |
| SLL 200                                      | Service-Learning Leadership   | 3          |            |              |
| <b>Humanities (3 hours)</b>                  |                               |            |            |              |
| HUM 101                                      | Introduction to Humanities    | 3          |            |              |
| <b>History (3 hours)</b>                     |                               |            |            |              |
| HIS 161                                      | Emancipatory                  | 3          |            |              |
| AFS 328                                      | African American History      | 3          |            |              |
| <b>English (6 Hours)</b>                     |                               |            |            |              |
| ENG 125                                      | Composition I                 | 3          |            |              |
| ENG 135                                      | Composition II                | 3          |            |              |
| <b>Social Science (3 hours)</b>              |                               |            |            |              |
| INT 270                                      | Research Methods              | 3          |            |              |
| SOC 200                                      | Principles of Sociology       | 3          |            |              |
| <b>Fine Arts (3 hours)</b>                   |                               |            |            |              |
| MUS 150                                      | Music Appreciation            | 3          |            |              |
| <b>Math/Science (6 hours)</b>                |                               |            |            |              |
| MAT 100                                      | College Math for LA           | 3          |            |              |
| BIO 100                                      | Intro to Life Sciences        | 3          |            |              |
| <b>Information Technology (3 Hours)</b>      |                               |            |            |              |
| CTE 150                                      | Microcomputer Applications    | 3          |            |              |
| <b>Global Awareness (3 Hours)</b>            |                               |            |            |              |
| HUM 153                                      | Appreciation of Languages     | 3          |            |              |
| <b>Philosophy (3 hours)</b>                  |                               |            |            |              |
| PHI 201                                      | Critical Thinking             | 3          |            |              |
| PHI 350                                      | Philosophy of Religion        | 3          |            |              |
| <b>Communication (3 hours)</b>               |                               |            |            |              |
| COM 201                                      | Intro to Public Speaking      | 3          |            |              |
| *COM 400                                     | Cross-Cultural Comm.          | 3          |            |              |
| *May satisfy Global Awareness Distribution.  |                               |            |            |              |

| <u>Course:</u>  |   | <u>Crd</u> | <u>Sem</u> | <u>Grade</u> |
|---|---|------------|------------|--------------|
| <b>Major Foundational Courses (12 hours)</b>                      |   |            |            |              |
| ACC 201   | Principles of Accounting*               | 3          |            |              |
| CTE 200   | Adv. Microcomputer Applications         | 3          |            |              |
| ECO 201   | Principles of Microeconomics            | 3          |            |              |
| INT 267   | Statistical Methods                     | 3          |            |              |
| <b>Major Core (33 hours)</b>                                      |   |            |            |              |
| BUS 200   | Business Communications*#               | 3          |            |              |
| BUS 201   | Introduction to Business*#              | 3          |            |              |
| BUS 250   | Principles of Project Management*#      | 3          |            |              |
| BUS 301   | Supervisory Techniques                  | 3          |            |              |
| BUS 361   | Workplace Diversity                     | 3          |            |              |
| BUS 416   | Business Ethics & Social Responsibility | 3          |            |              |
| BUS 461   | Organizational Behavior                 | 3          |            |              |
| BUS 499   | Capstone/Final Project                  | 3          |            |              |
| FIN 307   | Managerial Finance                      | 3          |            |              |
| MGT 201   | Principles of Management                | 3          |            |              |
| MKT 201   | Principles of Marketing                 | 3          |            |              |
| <b>Data Analytics Concentration (15 hours)</b>                    |   |            |            |              |
| BUS211  | Foundations of Data Analytics I         | 3          |            |              |
| BUS212  | Foundations of Data Analytics II        | 3          |            |              |
| BUS311  | Business Analytics I                    | 3          |            |              |
| BUS312  | Business Analytics II                   | 3          |            |              |
| BUS496  | Data Analytics Practicum                | 3          |            |              |
| <b>Electives (18 credits)</b>                                     |   |            |            |              |
|   |   |            |            |              |
|   |   |            |            |              |
| * Satisfies requirements for Retail Management Certificate        |   |            |            |              |
| # Satisfies requirements for Startup Entrepreneurship Certificate |   |            |            |              |

**Graduation Requirements:**

**120 Total Hours**

**2.0** Overall Grade Point Average

6 Hours must be upper-level courses (300-400 level)

Grade of 'C' Minimum required for all upper-level courses in major

Grad App – Submission of Degree Completion Application must be completed within the last semester of a student's anticipated graduation.

**Notes:**

***All applicable prerequisites must be met.***

- Please refer to the list of approved general education electives at [www.martin.edu](http://www.martin.edu) before enrolling in foundational skills req. courses.
- Students transferring in 60 or more UG credit hrs. will have corresponding requirement courses waived.
- Some courses may also fulfill certain gen ed requirements. Please refer to the list of approved gen ed electives at [www.martin.edu](http://www.martin.edu)
- Refer to the university catalog for required prerequisites.