

Business Analytics B.B.A.

Core Curriculum Courses

See the Core Curriculum Requirements (<https://coursecatalog.tamuc.edu/undergrad/core-curriculum-requirements/>) 42

Business Core

See the Business Core Requirements (<https://coursecatalog.tamuc.edu/undergrad/colleges-and-departments/college-of-business/>) 48

Required Courses in the Major

BUSA 415	Principles of Business Process Analysis & Design	3
BUSA 416	Innovative Analytics Technology	3
BUSA 421	Data Mining	3
BUSA 423	Business Analytics Programming	3
BUSA 424	Business Analytics Modeling	3
BUSA 428	Project Management	3
BUSA 447	Data Visualization	3
Plus 9 SCH from:		9
BUSA 315	IS Security & Risk Management	
BUSA 379	Business Process Management & ERP Systems	
BUSA 422	IS Innovation & New Technologies	
BUSA 431	Internship	
BUSA 432	Supply Chain Analytics	
BUSA 497	Special Topics	
MKT 420	International Marketing	
MKT 436	Marketing Research	

Total Hours 120

A grade of “C” or higher must be earned in all courses in this Major.

First Year

Fall Hours

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Total Hours: 0