DATA ANALYTICS BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

Program Overview

Data Analytics is a joint program of the Zimpleman College of Business and the College of Arts and Sciences designed to develop analysts who can work with data to uncover practical insights and support sound and ethical decision-making. The foundation of the program is a core of computer science and statistics classes that build problem-solving skills.

Data Analytics Major Requirements

The requirements below apply to the B.S.B.A. Data Analytics major within the Zimpleman College of Business. See the Arts & Sciences section for the requirements for the Bachelor of Science (B.S.) Data Analytics (https://catalog.drake.edu/undergraduate/arts-sciences/areas-study/data-analytics/data-analytics-bs/) major within the College of Arts and Sciences.

Code	Title	Hours
Business Core Courses		
ACCT 041	INTRODUCTION TO FINANCIAL ACCOUNTING	3
ACCT 042	INTRODUCTION TO MANAGERIAL ACCOUNTING	3
BLAW 060	BUSINESS LAW I	3
BUS 001	WELCOME TO BUSINESS	1
BUS 002	CAREER READINESS AND PROFESSIONALISM	1
BUS 003	PERSONAL BRANDING EXCELLENCE	1
BUS 004	PURSUING YOUR NORTH STAR	1
BUS 070	GLOBALIZATION	3
BUS 195	BUSINESS STRATEGY AND POLICY	3
ECON 002	PRINCIPLES OF MICROECONOMICS	3
IS 044	MICROSOFT OFFICE TOOLS FOR BUSINESS ANALYSIS	2
IS 075	INFORMATION TECHNOLOGY AND BUSINESS	3
FIN 101	CORPORATE FINANCE	3
MGMT 110	ORGANIZATIONAL BEHAVIOR	3
MGMT 120	MANAGEMENT OF OPERATIONS	3
MKTG 101	MARKETING PRINCIPLES	3
Select one of the following:		3-3.5
STAT 071	STATISTICS I	
ACTS 131 & 131L	INTRODUCTION TO PROBABILITY I and INTRODUCTION TO PROBABILITY I LAB	
STAT/MATH 130	PROBABILITY FOR ANALYTICS	
Select one of the following:		3
STAT 072	STATISTICS II	
ACTS 135	MATHEMATICAL STATISTICS	
Data Analytics Major Courses		
CS 065	INTRODUCTION TO COMPUTER SCIENCE I	3
CS 066	INTRODUCTION TO COMPUTER SCIENCE II	3
CS 083	DIGITAL ETHICS	3
CS 167	MACHINE LEARNING	3
CS 178	CLOUD AND DATABASE SYSTEMS	3
IS 160	DATABASE MANAGEMENT	3
MATH 050	CALCULUS I	3
MATH 070	CALCULUS II	3
Select one of the following:		3-3.5
MATH/STAT 130	PROBABILITY FOR ANALYTICS	
ACTS 131 & 131L	INTRODUCTION TO PROBABILITY I and INTRODUCTION TO PROBABILITY I LAB	
STAT 040	INTRODUCTION TO R AND SAS	3
STAT 170	REGRESSION AND TIME SERIES	3
STAT 172	DATA MINING AND GENERAL LINEAR MODELS	3
STAT/CS 190	CASE STUDIES IN DATA ANALYTICS	3
Total Hours		**84-85**

In addition to programmatic requirements, students are responsible for satisfying all requirements of the Drake Curriculum (https://catalog.drake.edu/undergraduate/academic-information/drake-curriculum/), including Areas of Inquiry (AOI)

Student must also satisfy university graduation requirements (https://catalog.drake.edu/undergraduate/academic-information/graduation-requirements/) for all undergraduate students..