

Bachelor of Business Administration in Business Analytics : BBA-BUSA

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

First Year

Fall	Hours	Spring	Hours
ENG 1301		3 ENG 1302	3
HIST 1301		3 HIST 1302	3
MATH 1324		3 MATH 1325	3
CID 2301		3 ECO 1307	3
COB 1301		3 BUSA 1305	3
		15	15

Second Year

Fall	Hours	Spring	Hours
PSCI 2305		3 PSCI 2306	3
ACCT 2301		3 ACCT 2302	3
ECO 2301		3 ECO 2302	3
US Life and Physical Sciences		3 US Creative Arts Elective	3
US Lit, Philosophy, Culture Elective		3 US Life and Physical Sciences	3
		15	15

Third Year

Fall	Hours	Spring	Hours
BUSA 415		3 BUSA 423	3
BUSA 416		3 BUSA 447	3
MGT 303		3 FIN 304	3
MGT 305		3 ECO 302	3
MKT 306		3 MGT 301	3
		15	15

Fourth Year

Fall	Hours	Spring	Hours
BUSA 326		3 BUSA 428	3
BUSA 421		3 ECO 309	3

BUSA 424	3 MGT 439	3
MGT 307	3 BUSA Elective	3
BUSA Elective	3 BUSA Elective	3
	15	15
Total Hours: 120		