

# BUSINESS ANALYTICS AND AI (BBA)

Degree: Bachelor of Business Administration

Major: Business Analytics and AI

Total Hours: 120

Code	Title	Hours
<b>General Education Core Curriculum</b>		
<i>Communication</i>		
ENGL 1301	Composition I	3
COMM 1321	Business and Prof Speech	3
<i>Mathematics</i>		
MATH 1324	Mathematics for Business and Social Sciences	3
<i>Life and Physical Sciences</i>		
Select two from the following:		6
BIOL 1308	General Biology (Non-Science Majors)	
BIOL 1315	Plants and Human Society (Non-Majors)	
BIOL 2306	Environmental Science	
CHEM 1306	Chemistry for Allied Health Sciences	
CHEM 1308	Biochemistry for Allied Health Sciences	
CHEM 1311	General Chemistry I	
CHEM 1312	General Chemistry II	
GEOL 1390	Introductory Environmental & Physical Geology	
PHYS 1305	Elementary Physics I Lecture	
PHYS 1307	Elementary Physics II Lecture	
PHYS 1311	Introduction to Astronomy Lecture	
<i>Language, Philosophy and Culture</i>		
ENGL 2300	Ethics and Literature	3
	or PHIL 2306 Ethics	
<i>Creative Arts</i>		
Select one of the following:		3
ARTS 1301	Art Appreciation	
ARTS 1303	Art History I	
COMM 1375	Film Appreciation	
COSC 1324	The Art of Computer Game Development	
DANC 2303	Dance Appreciation	
MUSI 1306	Music Appreciation	
MUSI 1309	Jazz History and Appreciation	
PHIL 1330	Arts and Ideas	
THEA 1310	Theatre Appreciation	
<i>American History</i>		
Select two of the following:		6
HIST 1301	U S History I 1763-1877	
HIST 1302	U S History II Since 1877	
HIST 2301	Texas History	
<i>Government/Political Science</i>		
POLS 2301	Intro to American Government I	3
POLS 2302	Intro/American Government II	3
<i>Social and Behavioral Sciences</i>		
ECON 2301	Principles of Economics I Macro	3

	or ECON 2302 Principles of Economics II Micro	
<i>Component Area Option</i>		
ENGL 1302	Composition II	3
BUAL 2305	Business Statistics	3
<b>Required Major Courses</b>		
<i>College of Business Core</i>		
BULW 1370	Business Environment and Public Policy	3
BULW 3310	Business Law	3
MGMT 3300	Introduction to Critical Thinking and Business Decision Making	3
FINC 3310	Principles of Finance	3
MGMT 3310	Principles Mgmt/Org Behavior	3
MGMT 3320	Production Management	3
MISY 3310	Principles of MIS	3
MKTG 3310	Principles of Marketing	3
MGMT 4370	Strategic Analysis	3
<i>College of Business Lower-Level Courses</i>		
ACCT 2301	Introduction to Financial Accounting	3
ACCT 2302	Introduction to Managerial Accounting	3
ECON 2301	Principles of Economics I Macro	3
	or ECON 2302 Principles of Economics II Micro	
MISY 1373	Intro Business Technologies	3
<i>Major Specialization Courses</i>		
MISY 3321	Spreadsheets for Bus Analytics	3
MISY 3341	Data Visualization	3
MISY 3390	Data Mining & Machine Lrng	3
MISY 4340	Business Analytics & AI	3
MISY 4360	Applications of AI in Busines	3
<i>Business Analytics Elective</i>		
Select three from:		9
ACCT 4320	Data Analytics in Accounting	
BUAL 3330	Data Analytics in Business	
ECON 4370	Economics Analysis	
MISY 3350	Programming for Business Analytics	
MISY 3380	Database Programming	
MKTG 4380	Marketing Analytics	
<i>Industrial/Cultural Component</i>		
Select one of the following:		3
BULW 3350	International Business Law	
ECON 3350	International Trade	
FINC 3370	International Finance	
MGMT 3350	International Business	
MKTG 4330	International Marketing	
Any course that is taken on a Lamar#sponsored study abroad program		
Any course transferred from an institution with a study#abroad agreement with Lamar		
<i>Electives</i>		
Free or Business Elective Courses		12
<b>Total Hours</b>		<b>120</b>

## 2 Business Analytics and AI (BBA)

First Year		Hours
<b>Fall</b>		
MISY 1373	Intro Business Technologies	3
ENGL 1301	Composition I	3
Life and Physical Sciences		3
HIST 1301	U S History I 1763-1877	3
Creative Arts		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
MATH 1324	Mathematics for Business and Social Sciences	3
BULW 1370	Business Environment and Public Policy	3
ENGL 1302	Composition II	3
HIST 1302	U S History II Since 1877	3
Life and Physical Sciences		3
<b>Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
BUAL 2305	Business Statistics	3
ECON 2301 or ECON 2302	Principles of Economics I Macro or Principles of Economics II Micro	3
ACCT 2301	Introduction to Financial Accounting	3
MISY 3310	Principles of MIS	3
ENGL 2300 or PHIL 2306	Ethics and Literature or Ethics	3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
COMM 1321	Business and Prof Speech	3
ECON 2302 or ECON 2301	Principles of Economics II Micro or Principles of Economics I Macro	3
ACCT 2302	Introduction to Managerial Accounting	3
MISY 3341	Data Visualization	3
MGMT 3300	Introduction to Critical Thinking and Business Decision Making	3
<b>Hours</b>		<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
FINC 3310	Principles of Finance	3
MISY 3321	Spreadsheets for Bus Analytics	3
MGMT 3310	Principles Mgmt/Org Behavior	3
POLS 2301	Intro to American Government I	3
Business Analytics Elective		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
BULW 3310	Business Law	3
MKTG 3310	Principles of Marketing	3
MGMT 3320	Production Management	3
POLS 2302	Intro/American Government II	3
Business Analytics Elective		3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
MISY 3390	Data Mining & Machine Lrng	3
MISY 4360	Applications of AI in Busines	3
Electives		6
International Requirement		3
<b>Hours</b>		<b>15</b>
<b>Spring</b>		
MGMT 4370	Strategic Analysis	3
MISY 4340	Business Analytics & AI	3
Business Analytics Elective		3

Electives	Hours
	6
<b>Total Hours</b>	<b>120</b>