

DATA ANALYTICS, BSBA

Degree Requirements

Requirements for Students Matriculating in or before Academic Year 2025-2026. Learn more about University Academic Regulation 3.1 (<http://catalog.okstate.edu/university-academic-regulations/#matriculation>).

Minimum Overall Grade-Point Average: 2.50

Total Hours: 120

Code	Title	Hours
General Education Requirements		
<i>English Composition</i>		
See Academic Regulation 3.5 (http://catalog.okstate.edu/university-academic-regulations/#english-composition)		
ENGL 1113	Composition I	3
or ENGL 1313	Critical Analysis and Writing I	
ENGL 1213	Composition II	3
or ENGL 1413	Critical Analysis and Writing II	
<i>American History & Government</i>		
HIST 1103	Survey of American History	3
or HIST 1483	American History to 1865 (H)	
or HIST 1493	American History Since 1865 (DH)	
POLS 1113	American Government	3
<i>Quantitative Thought & Logical Reasoning (Q)</i>		
3 hours of MATH or STAT designated "Q"		
<i>Understanding Humanities-Human Heritage & Cultures (H)</i>		
Courses designated (H)		
<i>Reasoning in the Natural Sciences (N)</i>		
Must include one Laboratory-Based Inquiry (L) course		
Courses designated (N) with one (L)		
<i>Exploring Society & Human Behavior (S)</i>		
MGMT 3013	Fundamentals of Management (S) ^{1, 2}	3
<i>Diversity (D)</i>		
Courses designated (D)		
<i>Global Cultural Competency (G)</i>		
Courses designated (G)		
<i>Additional General Education</i>		
Additional general education credit hours may be required to meet the total 40-hour minimum of general education credit if courses carry more than one general education designation and can be used to meet multiple general education designation hour requirements above.		
Courses designated (Q), (H), (N), (S), (D), (G), or (F).		
MSIS 2233	Business Analytics Fundamentals (Q) ¹	3
Hours Subtotal		40
College/Departmental Requirements		
UNIV 1111	First Year Seminar (or other approved first-year seminar course)	1
BADM 2111	Career Planning for Business Success	1
BADM 3111	Professional Development for Business Success	1
Hours Subtotal		3

Major Requirements

A minimum GPA of 2.20 is required in these 64 hours.

Common Body ²

ACCT 2003	Survey of Accounting ³	3
or ACCT 2103 & ACCT 2203	Financial Accounting and Managerial Accounting	
BADM 3113	Practical Business and Interpersonal Skills	3
ECON 2003	Microeconomic Principles for Business	3
EEE 2023	Introduction to Entrepreneurship	3
FIN 3113	Principles of Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MGMT 4513	Strategic Management	3
MKTG 3213	Marketing (S)	3
MSIS 2103	Business Data Science Technologies	3
MSIS 3223	Principles of Data Analytics	3

Data Analytics Major Requirements

A GPA of 2.00 is required in these 34 hours of Data Analytics requirements.

19 of these 34 hours must be in residence at OSU.

MSIS 3293	Business Analytics Programming	3
MSIS 3333	Database Systems Development	3
MSIS 4010	Applied Analytics and Information System Studies	3
MSIS 4111	Technology Success Skills Application	1
MSIS 4333	Data Wrangling	3
Select 12 hours from the following:		12
MSIS 3233	Management Science - Prescriptive Analytics	
MSIS 3243	Descriptive Analytics	
MSIS 3253	Supply Chain Operations and Analytics	
MSIS 4263	Business Intelligence and Predictive Analytics	
MSIS 4443	Advanced Topics in Analytics and Artificial Intelligence	
MSIS 4623	Data Science Programming	
MSIS 4673	Data Visualization	
MSIS 4943	Sports Management Analytics	

Select 6 hours from the following: 6

MKTG 3653	Marketing Analytics	
MKTG 4333	Marketing Research	
ECON 4213	Econometric Methods	
ECON 4223	Business and Economic Forecasting	
ECON 4233	Econometric Applications	
FIN 4550	Selected Topics in Finance	
MGMT 4543	Management Analytics	

Upper-division MSIS

Upper-division MATH

Upper-division STAT

Select 3 hours from the following: 3

Any upper-division ACCT, ECON, FIN, EEE, MKTG, MGMT, MSIS, HTM, MATH, and STAT.

Any CS courses except CS 1111, CS 4113, and CS 4883.

Hours Subtotal	64
Electives	
Select 13 hours ³	13
May be selected from any upper- or lower-division area except activity courses in LEIS and PE and lower-division AERO and MLSC. Twelve credit hours earned in advanced AERO and MLSC, exclusive of credit earned for summer camp, may be included in the 120 hours.	
Hours Subtotal	13
Total Hours	120

1

Courses also meet College and Departmental Requirements and cannot be waived with an Associate's degree.

2

MGMT 3013 Fundamentals of Management (S) is a common body requirement, but is counted in general education requirements.

3

If ACCT 2103 and ACCT 2203 are substituted for ACCT 2003, hours in the Elective block are reduced by 3.

Other Requirements

1. A minimum of 50 percent of the business hours required for a degree must be OSU delivered in residence or OSU online courses.
2. Forty-five hours of upper-division courses required.

Additional State/OSU Requirements

- At least: 60 hours at a four-year institution; 30 hours completed at OSU; 15 of the final 30 and 50% of the upper-division hours in the major field completed at OSU.
- Limit of: one-half of major course requirements as transfer work; one-fourth of hours earned by correspondence; 8 transfer correspondence hours.
- Students will be held responsible for degree requirements in effect at the time of matriculation and any changes that are made, so long as these changes do not result in semester credit hours being added or do not delay graduation.
- Degrees that follow this plan must be completed by the end of Summer 2031.