



Bachelor of Science in Data Science - Marketing and Supply Chain Analytics

The interdisciplinary Bachelor of Science in Data Science at MSU goes beyond data analytics and embraces a vision in which data become the power behind the digital transformation of every field of human endeavor. The concentration in Marketing and Supply Chain Analytics equips students to solve data-driven business problems such as analyzing online social media content, planning advertising campaigns across multiple online channels, designing cutting edge products, and delivering products through complex global supply chains.

Freshman Year

Fall Semester		Spring Semester			
EN 1103	English Composition I	3	EN 1113	English Composition II	3
MA 1713	Calculus I	3	MA 1723	Calculus II	3
DSCI 2013	Data Science Literacy	3	PHI 1113	Intro to Logic	3
— —	Natural Science 1 + Lab	3	— —	Natural Science 2 + Lab	3
— —	Fine Arts	3	CSE 1284	Introduction to Programming	4

Sophomore Year

Fall Semester		Spring Semester			
— —	Social Science	3	MA/ST 3123	Statistical Inference	3
MA 2733	Calculus III	3	MA 3113	Intro to Linear Algebra	3
DSCI 3013	Fundamentals of Data Acquisition	3	BIS 3233	Management Information Systems	3
DSCI 2012	Lab - Data Wrangling	2	DSCI 4013	Data Visualization	3
CSE 1384	Intermediate Programming	4	CSE 2383	Data Structures and Analysis of Algorithms	3

Junior Year

Fall Semester		Spring Semester			
CSE 2813	Discrete Structures	3	CSE 3763	Legal & Ethical Issues Computing	3
DSCI 3012	Lab - Desc., Analysis, Inference	2	CO 1003	Fundamentals of Public Speaking	3
DSCI 3022	Lab - Data Visualization	2	DSCI 3032	Lab - Artificial Intelligence	2
MKT 3013	Principles of Marketing	3	CSE 4503	Database Management Systems	3
CSE 4633	Artificial Intelligence	3	MKT 3323	International Logistics	3
— —	Humanities	3	DSCI 2022	Lab - Cloud, Quantum, HPC	2

Senior Year

Fall Semester		Spring Semester			
MGT 3213	Organizational Communication	3	MA/ST 4523	Intro to Probability	3
BL 2413	*Legal Environment of Business	3	BQA 4423	**Business Decision Analysis	3
ACC 2013	*Financial Accounting	3	BIS 4533	**Decision Support Systems	3
MKT 4533	**Marketing Research	3	MKT 4213	**Internet Marketing	3
MKT 4333	International Supply Chain Management	3	BQA 4413	Business Forecasting & Predictive Analytics	3

***Choose 2 courses from the following list:**

BL 2413 Legal Environment of Business
ACC 2013 Financial Accounting
ACC 2023 Managerial Accounting
EC 2113 Principles of Macroeconomics
EC 2123 Principles of Microeconomics
FIN 3123 Financial Management
MGT 3113 Principles of Management

****Choose 4 courses from the following list:**

BQA 4423 Business Decision Analysis
BIS 4533 Decision Support Systems
MKT 4533 Marketing Research
MKT 4213 Internet Marketing
MKT 4033 International Transportation
MKT 4013 Procurement
MKT 4313 Physical Distribution Management