



Marketing & Supply Chain Analytics

Year One					
Fall Semester			Spring Semester		
EN	1103	English Composition I	EN	1113	English Composition II
MA	1713	Calculus I	MA	1723	Calculus II
CSE	1284	Intro to Programming	CSE	1384	Intermediate Programming
DSCI	2013	Data Science Literacy	DSCI	2012	Data Wrangling Lab
		Lab Based Science			Lab Based Science

Year Two					
Fall Semester			Spring Semester		
MA	2733	Calculus III	MA	3123	Statistical Inference
CSE	2813	Discrete Structures	CSE	2383	Data Structures & Analysis of Algorithms
DSCI	3013	Data Acquisition	DSCI	4013	Data Visualization
BIS	3233	Management Information Systems	PHI	1113	Intro to Logic
		Humanities			Fine Art

Year Three					
Fall Semester			Spring Semester		
MA	3113	Intro to Linear Algebra	MA	4523	Intro to Probability
CSE	4633	Artificial Intelligence	CSE	4503	Database Management Systems
DSCI	3022	Data Visualization Lab	DSCI	3012	Description, Analysis & Inference Lab
		Public Speaking Course			Written Communication Course
		Social/Behavioral Science	SCL	3323	International Logistics
		Choice of Business Fundamental Course			Any 4000 Level Non-Business Course

Year Four					
Fall Semester			Spring Semester		
CSE	3763	Legal & Ethical Issues in Computing	DSCI	2022	Cloud, Quantum & High Perf Computing Lab
DSCI	3032	Artificial Intelligence Lab			2 of 4 Concentration Courses
MKT	3013	Principles of Marketing			3 of 4 Concentration Courses
		1 of 4 Concentration Courses			3 of 4 Concentration Courses
		1 of 2 Senior Capstones			2 of 2 Senior Capstones

Business Fundamental Electives (Choose 1):

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

Senior Capstone (Choose 2):

BQA 4423 Business Decision Analysis
BQA 4413 Business Forecasting & Predictive Analytics
BQA 4000 DIS in Business Quantitative Analysis

Concentration Courses (Choose 4):

SCL 4313 Physical Distribution Management
BIS 4533 Decision Support Systems
MKT 4533 Marketing Research
MKT 4213 Internet Marketing
SCL 4033 International Transportation
SCL 4013 Procurement
MKT 3213 Retailing
MKT 4223 Social Media Marketing
MKT 4413 Consumer Behavior
MKT 4913 Live Case Course in Marketing
SCL 4333 Supply Chain Process Analysis
SCL 4913 Live Case Course in Supply Chain Logistics