




















2023 - 2024 Major Map

Business Data Analytics, BS

School/College: W. P. Carey School of Business
BABDABS

Term 1 - A 0 - 7 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
 WPC 101: Student Success in Business	1		<ul style="list-style-type: none"> ASU 101 or college specific equivalent First Year Seminar required of all first-year students. WPC 101 is the W. P. Carey School course that meets this requirement Create your first college resume
CIS 105: Computer Applications and Information Technology (CS)	3	C	
ENG 101 or ENG 102: First-Year Composition OR			
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
Term hours subtotal:	7		
Term 1 - B 7 - 16 Credit Hours	Hours	Minimum Grade	Notes
MAT 210: Brief Calculus (MA)	3	C	<ul style="list-style-type: none"> View ASU Online first-year student registration information here Join a student club or organization
SOC course (SB)	3		
Humanities, Arts and Design (HU) AND Historical Awareness (H)	3		
Term hours subtotal:	9		
Term 2 - A 16 - 25.25 Credit Hours	Hours	Minimum Grade	Notes
ENG 101 or ENG 102: First-Year Composition OR			<ul style="list-style-type: none"> Research study abroad opportunities recommended for your major
ENG 105: Advanced First-Year Composition OR	3	C	
ENG 107 or ENG 108: First-Year Composition			
MAT 211: Mathematics for Business Analysis	3	C	
WPC 148: First-Year Introduction to Career Development	0.25	C	
WPC 150: Business and Society	3	C	
Term hours subtotal:	9.25		
Term 2 - B 25.25 - 31.25 Credit Hours Critical course signified by 	Hours	Minimum Grade	Notes
ECN 211: Macroeconomic Principles (SB)	3	C	<ul style="list-style-type: none"> WPC 150 is required of all first-year business students. Transfer students will not be required to complete WPC 150 and will instead complete three hours of elective credit.
PSY course (SB)	3		
 Complete ENG 101 OR ENG 105 OR ENG 107 course(s).			
 Minimum 2.00 GPA ASU Cumulative.			
Term hours subtotal:	6		
Term 3 - A 31.25 - 40.25 Credit Hours	Hours	Minimum Grade	Notes
ACC 231: Uses of Accounting Information I	3	C	<ul style="list-style-type: none"> Explore career resources
COM 100: Introduction to Human Communication (SB) OR COM			
225: Public Speaking (L) OR COM 230: Small Group			

Communication (SB) OR COM 259: Communication in Business and the Professions	3			<ul style="list-style-type: none"> • Meet with your W. P. Carey Career Coach • Attend W. P. Carey and ASU Career Fairs
ECN 212: Microeconomic Principles (SB)	3	C		
Term hours subtotal:	9			
Term 3 - B 40.25 - 46.50 Credit Hours Critical course signified by 	Hours	Minimum Grade		Notes
ACC 241: Uses of Accounting Information II	3	C		
WPC 248: Sophomore Career Narrative Design OR WPC 347: Intermediate Career Management	0.25	C		<ul style="list-style-type: none"> • Continuing first-year students will take WPC 248, after completing WPC 148 • New transfer students will take WPC 347
Elective	3			
 Complete Mathematics (MA) requirement.				<ul style="list-style-type: none"> • Develop your professional online presence
Term hours subtotal:	6.25			
Term 4 - A 46.50 - 53.50 Credit Hours	Hours	Minimum Grade		Notes
ECN 221: Business Statistics (CS)	3	C		
Natural Science - Quantitative (SQ)	4			<ul style="list-style-type: none"> • Attend W. P. Carey and ASU career fairs • Apply for internships or create one
Term hours subtotal:	7			
Term 4 - B 53.50 - 59.50 Credit Hours Critical course signified by 	Hours	Minimum Grade		Notes
Natural Science - Quantitative (SQ) OR Natural Science - General (SG)	4			
Elective	2			
 Minimum 2.00 GPA ASU Cumulative.				
Term hours subtotal:	6			
Term 5 - A 59.50 - 65.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade		Notes
 CIS 235: Introduction to Information Systems	3	C		
MKT 300: Marketing and Business Performance	3	C		<ul style="list-style-type: none"> • Meet with your W. P. Carey Career Coach • Update your resume
WPC 348: Junior Networking Foundations	0.25	C		
Term hours subtotal:	6.25			
Term 5 - B 65.75 - 74.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade		Notes
 CIS 315: Introduction to Business Data Analytics	3	C		
 CIS 407: Business Database Systems Development	3	C		<ul style="list-style-type: none"> • Students pursuing concurrent degrees within W. P. Carey cannot share coursework in the major. Major coursework must be unique to each degree program.
ENG 302: Business Writing (L)	3			
Term hours subtotal:	9			
Term 6 - A 74.75 - 83.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade		Notes
 CIS 325: Fundamental Techniques for Business Data Analytics	3	C		
 CIS 409: Business Data Warehouses and Dimensional Modeling	3	C		<ul style="list-style-type: none"> • Complete informational interviews
WPC 300: Problem Solving and Actionable Analytics	3	C		
Term hours subtotal:	9			
Term 6 - B 83.75 - 89.75 Credit Hours Necessary course signified by 	Hours	Minimum Grade		Notes
 CIS 412: Business Data Mining	3	C		

Upper Division International Business Elective AND Global Awareness (G)	3	C	<ul style="list-style-type: none"> Complete an in person or virtual practice interview with your W. P. Carey Career Coach
★ Complete Cultural Diversity in the U.S. (C) AND Global Awareness (G) AND Historical Awareness (H) course(s).			
Term hours subtotal:	6		
Term 7 - A 89.75 - 98.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ CIS 415: Big Data Analytics in Business	3	C	<ul style="list-style-type: none"> All upper-division Business Core classes (including International Business course) must be completed before enrolling in WPC 480 Attend W. P. Carey and ASU Career Fairs
FIN 300: Fundamentals of Finance	3	C	
Humanities, Arts and Design (HU) AND Cultural Diversity in the U.S. (C)	3		
Term hours subtotal:	9		
Term 7 - B 98.75 - 107.75 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ CIS 450: Enterprise Analytics	3	C	<ul style="list-style-type: none"> Gather professional references Update your resume
LES 305: Business Law and Ethics for Managers	3	C	
MGT 300: Principles of Management and Leadership	3	C	
Complete FIN 300 AND LES 305 AND MGT 300 AND			
★ International Business Course (G) AND MKT 300 AND SCM 300 AND WPC 300 course(s).			
Term hours subtotal:	9		
Term 8 - A 107.75 - 114.00 Credit Hours	Hours	Minimum Grade	Notes
SCM 300: Global Supply Operations	3	C	<ul style="list-style-type: none"> Apply for full-time career opportunities
WPC 448: Senior Career Transition Management	0.25	C	
Elective OR CIS 484: Internship OR WPC 484: Internships & Applied Academics	3		
Term hours subtotal:	6.25		
Term 8 - B 114.00 - 120.00 Credit Hours Necessary course signified by ★	Hours	Minimum Grade	Notes
★ WPC 480: W. P. Carey Capstone Course (L)	3	C	
Upper Division Humanities, Arts and Design (HU) OR Upper Division Social-Behavioral Sciences (SB)	3		
Term hours subtotal:	6		

Hide Course List(s)/Track Group(s)

Upper Division International Business Course- select one course (3 credit hours)
AGB 302: International Management and Agribusiness (G)
ECN 306: Survey of International Economics (SB & G)
MGT 302: Principles of International Business (G)
MKT 425: Global Marketing Management (G)

Notes:

- First-Year Composition: All students are placed in ENG 101 unless submission of SAT, ACT, Accuplacer, IELTS, or TOEFL score, or college-level transfer credit or test credit equivalent to ASU's first-year composition course(s), determine otherwise. Students on Polytechnic, Downtown Phoenix and West Campuses are encouraged to complete the Directed Self-Placement survey to choose the first-year composition option they believe best suits their needs. Visit: <https://cisa.asu.edu/DSP>
- Mathematics Placement Assessment score determines placement in first mathematics course.

Total Hours: 120

Upper Division Hours: 50 minimum

Major GPA: 2.00 minimum

Cumulative GPA: 2.00 minimum

Total hrs at ASU: 30 minimum

Hrs Resident Credit for

Academic Recognition: 56 minimum

Total Community College Hrs: 64 maximum

General University Requirements Legend

General Studies Core Requirements:

- Literacy and Critical Inquiry (L)
- Mathematical Studies (MA)
- Computer/Statistics/Quantitative Applications (CS)
- Humanities, Arts and Design (HU)
- Social-Behavioral Sciences (SB)
- Natural Science - Quantitative (SQ)
- Natural Science - General (SG)

General Studies Awareness Requirements:

- Cultural Diversity in the U.S. (C)
- Global Awareness (G)
- Historical Awareness (H)

First-Year Composition

General Studies designations listed next to courses on the major map were valid for the 2023 - 2024 academic year. Please refer to the course catalog for current General Studies designations at time of class registration. General Studies credit is applied according to the designation the course carries at the time the class is taken.