

ABOUT THE MAJOR

The degree centers around learning different programming, visualization, statistical, and research techniques necessary to analyze many different types of data-driven business problems. In this degree program, students will learn the basics of programming in a variety of languages, including SAS, R, SQL, and Python. They will learn how to use cross-sectional, panel, and time series data to make forecasts, conduct statistical inference, and present results associated with their work. Students will also learn the basics of data mining and data management within the context of SQL and will learn the basics of data visualization within the context of R and Tableau. Additionally, students will learn within the context of a Bachelor's of Business Administration, which allows them to contextualize specific techniques and skills within a broader set of business tenets.

ABOUT THIS MAP

This program map is intended ONLY as a guide for students to plan their course of study. It does NOT replace any information in the Undergraduate Catalog, which is the official guide for completing degree requirements. Use this map to help plan and guide your experience at UWG, including academic, co-curricular, and discovery opportunities. Everyone's experience is different and activities in this map are suggestions. Always consult with your advisors whenever possible for new opportunities and updates.

WHERE CAN YOU GO WITH THIS DEGREE?

- Business Analyst
- Business Intelligence Analyst
- Data Analyst

ADD A CERTIFICATE

- Advertising
- Data Analytics
- International Business
- Real Estate Appraisal
- Real Estate Brokerage
- Sales
- Sustainable Business

DATA INTELLIGENCE & BUSINESS ANALYTICS

Bachelor of Business Administration

60

CORE CREDIT HOURS

51

MAJOR CREDIT HOURS

9

ELECTIVE CREDIT HOURS

Visit westga.edu/program-maps for the latest version of this major map.



VISIT WOLFWATCH
FOR MORE
INFORMATION.



HAVE A QUESTION?
CHECK IN WITH
YOUR ADVISOR!



UNIVERSITY OF WEST GEORGIA

2026-2027

TERM 1: FALL

C: ENGL 1101 **3** CREDIT HOURS
English Composition I

M: MATH 1111/1113/1401 **3** CREDIT HOURS
College Algebra, Precalculus, or Elementary Statistics

I: XIDS 2002 **2** CREDIT HOURS
(Recommended) First-Year Seminar

F: ECON 2106 **3** CREDIT HOURS
Principles of Microeconomics

S: HIST 1111 OR 1112 **3** CREDIT HOURS
World History

- MILESTONES:**
- COMPLETE ENGL 1101 WITH C OR BETTER.
 - COMPLETE MATH 1111, MATH 1113, MATH 1401 WITH A C OR HIGHER.

TERM 2: SPRING

C: ENGL 1102 **3** CREDIT HOURS
English Composition II

F: CISM 2201 **3** CREDIT HOURS
Foundations of Computer Applications

F: ECON 2105 **3** CREDIT HOURS
Principles of Macroeconomics

T: STEM COURSE **3** CREDIT HOURS

T: SCIENCE + LAB **4** CREDIT HOURS

- MILESTONES:**
- COMPLETE ENGL 1102 WITH A C OR BETTER.
 - COMPLETE LAB SCIENCE.
 - EARN AT LEAST 30 TOTAL CREDIT HOURS AFTER YEAR 1.
 - COMPLETE CISM 2201, ECON 2105 & 2106 AFTER YEAR 1.

14 FALL CREDIT HOURS + 16 SPRING CREDIT HOURS = 30 CREDIT HOURS

CRUSH YOUR COURSEWORK

- Take a cornerstone course with Richards College business faculty and explore various business topics.
- Begin the Area F coursework for business majors.
- Apply for scholarships.

FIND YOUR PLACE

- Explore campus sports, events, and clubs.
- Find, follow, and like all Richards College social media platforms.
- Attend special programming offered for first-year students.

BROADEN YOUR PERSPECTIVES

- Explore diversity, equity, and inclusion resources and opportunities across campus.
- Check out the education abroad office.

CONNECT OFF-CAMPUS

- Visit Wolves Vote to learn about the voting process and registration.
- Consider volunteering for a campaign or organization in your community.

TAKE CARE OF YOURSELF

- Visit the UWG Wellness Hub to find all the resources available to you!
- Visit Health Services.
- Get fit! Visit URec to see all your options.
- Visit the Center for Economic Education and Financial Literacy.

PAVE YOUR PATH

- Complete a self-assessment to see what careers and majors are right for you.
- Visit Office of Career and Graduate School Connections.
- Create your profile on Handshake.
- Consider applying for an on-campus job.

TERM 1: FALL

P: POLS 1101 **3** CREDIT HOURS
American Government

F: ACCT 2101 **3** CREDIT HOURS
Principles of Accounting 1

A: FINE ARTS/HUMANITIES **3** CREDIT HOURS

I: ORAL COMMUNICATION **3** CREDIT HOURS

T: NON-LAB SCIENCE **3** CREDIT HOURS

- MILESTONES:**
- COMPLETE NON-LAB SCIENCE.
 - COMPLETE ACCT 2101 WITH C OR HIGHER.
 - EARN 2.00 GPA OR ABOVE IN AREA F MAJOR SPECIFIC COURSES.
 - MAJOR STATUS ACHIEVED: COMPLETE ENGL 1101, MATH 1111 OR 1113 OR 1401, ACCT 2101, ECON 2105, OR ECON 2106, HAVE A MINIMUM 2.00 GPA WITH AT LEAST 45 EARNED CREDIT HOURS.

TERM 2: SPRING

P: HIST 2111 OR 2112 **3** CREDIT HOURS
US History

F: ACCT 2102 **3** CREDIT HOURS
Principles of Accounting 2

ELECTIVE **3** CREDIT HOURS

A: FINE ARTS/HUMANITIES **3** CREDIT HOURS

S: SOCIAL SCIENCE **3** CREDIT HOURS

- MILESTONES:**
- EARN 2.00 GPA OR ABOVE IN AREA F – MAJOR SPECIFIC COURSES.
 - PWLA COURSES WILL NOT APPLY TOWARDS ELECTIVES.
 - EARN AT LEAST 60 TOTAL CREDIT HOURS AFTER YEAR 2.

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

CRUSH YOUR COURSEWORK

- Complete the Richards College business core classes.
- Stay on track in chosen major and meet with your academic advisor and faculty.
- Explore concentrations, certificate programs, and research opportunities in the college.
- Apply for scholarships.

FIND YOUR PLACE

- Get involved in student clubs and organizations.
- Become a Richards College Student Ambassador.
- Visit the Office of Career and Graduate School Connections.
- Explore undergraduate research with faculty.

BROADEN YOUR PERSPECTIVES

- In a student organization? Suggest you all complete an implicit bias workshop.
- Consider a study abroad program. Check out students' stories of their experiences.

CONNECT OFF-CAMPUS

- Complete an internship in your field.
- Consider a summer or part-time job.
- Ask your department about networking opportunities with alumni.

TAKE CARE OF YOURSELF

- Take a fitness class, climb the rock wall, or join an intramural team.
- Consider whether counseling is right for you: take a mental health screening.

PAVE YOUR PATH

- Draft your resume and attend a resume blitz.
- Learn about how to network on social media and update your Handshake profile.
- Draft your personal statement.
- Visit the graduate school to find out about graduate programs and admission requirements.

TERM 1: FALL

ECON 3402 **3** CREDIT HOURS
 Statistics for Business I

ECON 3410 **3** CREDIT HOURS
 Macroeconomic Policy

ECON 3408 **3** CREDIT HOURS
 Introduction to Programming for Analytics

F: BUSA 2106 **3** CREDIT HOURS
 Legal and Ethical Environment of Business

MKTG 3803 **3** CREDIT HOURS
 Principles of Marketing

- MILESTONES:**
- COMPLETE CORE IMPACTS.
 - EARN 2.00 GPA OR ABOVE IN BUSINESS CORE.
 - EARN 2.00 GPA OR ABOVE IN MAJOR COURSES. ONLY ONE GRADE OF "D" ALLOWED IN MAJOR COURSES.
 - COMPLETE MAJOR COURSE - ECON 3408, WITH A C OR BETTER.

TERM 2: SPRING

ECON 3406 **3** CREDIT HOURS
 Statistics for Business II

FINC 3511 **3** CREDIT HOURS
 Corporate Finance

ECON 4408 **3** CREDIT HOURS
 Visual Analytics

ECON 3411 **3** CREDIT HOURS
 Intermediate Microeconomics

MGNT 3600 **3** CREDIT HOURS
 Management

- MILESTONES:**
- EARN 2.00 GPA OR ABOVE IN BUSINESS CORE.
 - EARN 2.00 GPA OR ABOVE IN MAJOR COURSES. ONLY ONE GRADE OF "D" ALLOWED IN MAJOR COURSES.
 - EARN AT LEAST 90 TOTAL CREDIT HOURS AFTER YEAR 3.
 - COMPLETE ECON 4408 WITH A C OR BETTER.

**15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS
 = 30 CREDIT HOURS**

CRUSH YOUR COURSEWORK

- Complete the Richards College business core classes.
- Stay on track in chosen major and meet with your academic advisor and faculty.
- Explore concentrations, certificate programs, and research opportunities in the college.
- Apply for scholarships.

FIND YOUR PLACE

- Get involved in student clubs and organizations.
- Become a Richards College Student Ambassador.
- Visit the Office of Career and Graduate School Connections.
- Explore undergraduate research with faculty.

BROADEN YOUR PERSPECTIVES

- In a student organization? Suggest you all complete an implicit bias workshop.
- Consider a study abroad program. Check out students' stories of their experiences.

CONNECT OFF-CAMPUS

- Complete an internship in your field.
- Consider a summer or part-time job.
- Ask your department about networking opportunities with alumni.

TAKE CARE OF YOURSELF

- Take a fitness class, climb the rock wall, or join an intramural team.
- Consider whether counseling is right for you: take a mental health screening.

PAVE YOUR PATH

- Draft your resume and attend a resume blitz.
- Learn about how to network on social media and update your Handshake profile.
- Draft your personal statement.
- Visit the graduate school to find out about graduate programs and admission requirements.

TERM 1: FALL

ECON 3460 **3** CREDIT HOURS
 Forecasting

MGNT 3615 **3** CREDIT HOURS
 Operations Management

CISM 3340 **3** CREDIT HOURS
 Database Design and Management

MAJOR ELECTIVE **3** CREDIT HOURS

INTERNATIONAL SELECTIVE **3** CREDIT HOURS

- MILESTONES:**
- EARN 2.00 GPA OR ABOVE IN BUSINESS CORE.
 - EARN 2.00 GPA OR ABOVE IN MAJOR COURSES. ONLY ONE GRADE OF "D" ALLOWED IN MAJOR COURSES.
 - MAJOR ELECTIVE - ACCT 4233, ACCT 4241, ECON 4475, MGNT 3627, MGNT 4621, MKTG 3808, MKTG 4808, MKTG 4864, MKTG 4868RELE 4706.
 - INTERNATIONAL SELECTIVE OPTIONS ARE: FINC 4521, ECON 4450, MGNT 4625, OR MKTG 4866.
 - EARN 15 HOURS TOWARD MAJOR DEGREE WITH A GPA OF C OR BETTER.

TERM 2: SPRING

ECON 4476 **3** CREDIT HOURS
 Senior Seminar in Data Intelligence and Business Analytics

ABED 3100 **3** CREDIT HOURS
 Business Communication

MGNT 4660 **3** CREDIT HOURS
 Strategic Management

CISM 4390 **3** CREDIT HOURS
 Business Communication

RCOB ELECTIVE **3** CREDIT HOURS

- MILESTONES:**
- EARN 2.00 GPA OR ABOVE IN BUSINESS CORE.
 - EARN 2.00 GPA OR ABOVE IN MAJOR COURSES. ONLY ONE GRADE OF "D" ALLOWED IN MAJOR COURSES.
 - RCOB ELECTIVE MUST BE A THREE-CREDIT HOUR ADDITIONAL BUSINESS COURSE. PWLA COURSES WILL NOT APPLY TOWARDS ELECTIVES.
 - MGNT 4660 PREREQUISITES INCLUDE ACCT 2101, ACCT 2102, BUSA 2106, CISM 2201, ECON 2105, ECON 2106, ECON 3402, FINC 3511, MGNT 3600, AND MKTG 3803.
 - EARN AT LEAST 120 TOTAL CREDIT HOURS AFTER YEAR 4.

**15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS
 = 30 CREDIT HOURS**

CRUSH YOUR COURSEWORK

- Take the capstone course for all business majors: MGNT 4660.
- Complete all major courses, major selects, and approved electives.
- Explore concentrations, certificate programs, and research opportunities in the college.
- Apply for graduation.

FIND YOUR PLACE

- Explore leadership opportunities in student clubs and/or campus organizations.
- Find opportunities to mentor other students.
- Seek mentors in your area of interest through faculty, staff, and alumni.

BROADEN YOUR PERSPECTIVES

- Assess your cultural competency.
- Consider working abroad and research visa regulations.
- Explore practices of creating more inclusive careers.

CONNECT OFF-CAMPUS

- Ask for advice from professionals in your field of interest.
- Explore career shadowing opportunities.

TAKE CARE OF YOURSELF

- Explore a farmer's market for fresh produce.
- Develop a post-graduation exercise plan.
- Explore your loan repayment options and complete your exit counseling.

PAVE YOUR PATH

- Request references from professors and supervisors.
- Draft your resume cover letter and personal statement and revise it with career services.
- Attend business fairs and career fairs at UWG and across the state.
- Attend an interview workshop.
- Apply for graduate programs.