**2+2 Degree Plan**
**Associate of Science in Business – BRTC**
to
**Bachelor of Science in Business Data Analytics- ATU**
**Catalog Year 2024-25**

### Black River Technical College (62 credit hours)

**English/Communications (12 hours)** | | | **ATU equivalent** | **Hours**
---|---|---|---|---
ENG | 1003 | Freshman English I | ENGL 1013 Composition I | 3
ENG | 1013 | Freshman English II | ENGL 1023 Composition II | 3
ENG | 2003 | Intro. to World Literature I *or* | ENGL 2003 Intro. to World Literature | 3
ENG | 2013 | Intro. To World Literature II | GEHM 2XXX General Education Humanities |
SCOM | 1203 | Oral Communications | COMM 1003 Introduction to Communication [1] | 3

**Note: "C" or better required in ENG 1013 and ENG 1023.**

**Fine Arts (3 hours)** | | | **ATU equivalent** | **Hours**
---|---|---|---|---
FAV | 2503 | Fine Arts Visual *or* | ART 2123 Experiencing Art | 3
FAM | 2503 | Fine Arts Musical *or* | MUS 2003 Introduction to Music |
FAT | 2203 | Fine Arts Theater | TH 2273 Introduction to Theater |

**Math (9 hours)** | | | **ATU equivalent** | **Hours**
---|---|---|---|---
MATH | 1023 | College Algebra | MATH 1113 College Algebra | 3
MATH | 2143 | Business Calculus | MATH 2223 Quantitative Business Analysis | 3
QM | 2113 | Business Statistics | STAT 2163 Introduction To Statistical Methods | 3

**Note: "C" or better required in Math.**

**Business Foundation (18 credit hours)** | | | **ATU equivalent** | **Hours**
---|---|---|---|---
ACCT | 2003 | Intro. to Financial Accounting | ACCT 2004 Accounting Principles I *and* | 3
 | | | ACCT 2000 Accounting Principles Lab | 0
ACCT | 2013 | Intro. to Managerial Accounting | ACCT 2013 Accounting Principles II | 3
CA | 1903 | Intro. to Computer Concepts | BUAD 2003 Business Information Systems | 3
LAW | 2023 | Legal Environment | BLAW 2033 Legal Environment of Business | 3
ECON | 2313 | Principles of Macroeconomics | ECON 2003 Principles of Macroeconomics | 3
ECON | 2323 | Principles of Microeconomics | ECON 2013 Principles of Microeconomics | 3

**General Studies Foundation (17 credit hours)** | | | **ATU equivalent** | **Hours**
---|---|---|---|---
BIOL | 1004 | Biology of Science and Lab | BIOL 1014 Introduction to Biological Science | 4
GSP | 1004 | Physical Science and Lab | PHSC 1013 Introduction to Physical Science *and* | 3
 | | | PHSC 1021 Physical Science Lab | 1
HIST | 1013 | World Civilization to 1600 *or* | HIST 1503 World History to 1500 | 3
HIST | 1023 | World Civilization since 1600 | HIST 1513 World History since 1500 |
HIST | 2763 | U.S. History to 1876 *or* | HIST U.S. History to 1877 | 3
HIST | | U.S. History since 1876 or | HIST U.S. History since 1877 |
POSC | | U.S. Government | POLS 2003 American Government |
SOC | 2213 | Principles of Sociology | SOC 1003 Introductory Sociology[2] | 3

**Business Electives for ATU (3 credit hours)** | | | **ATU equivalent** | **Hours**
---|---|---|---|---
BUAD | 1013 | Introduction to Business | BUAD 1111 Introduction to Business | 1
 | | | GENL 1XXX General Elective Credit | 2

Revised 10.18.24

## Arkansas Tech University Courses (63 credit hours)

| | | | |
|---|---|---|---|
| BDA | 2003 | Business Problem Solving | 3 |
| MATH | 2243 | Calculus for Business and Economics | 3 |
| ENGL | 2053 | Technical Writing | 3 |
| BDA | 3013 | Business Spreadsheet Modeling | 3 |
| BDA | 3053 | Business Data Analysis | 3 |
| MKT | 3043 | Principles of Marketing | 3 |
| MGMT | 3003 | Principles of Management | 3 |
| BDA | 3033 | Data Modeling and Management | 3 |
| BDA | 3003 | Data Analytics Apps Development | 3 |
| MGMT | 3103 | Operations Management | 3 |
| FIN | 3063 | Business Finance | 3 |
| ECON | 3093 | Econometrics | 3 |
| MGMT | 4013 | Management Information Systems | 3 |
| MKT | 3153 | Marketing Research and Analysis | 3 |
| MGMT | 4083 | Business Policy | 3 |
| BDA | 4003 | Business Intelligence | 3 |
| MGMT | 4203 | Project Management | 3 |
| | | Approved Electives[2,3] (3000-4000) | 12 |

[1]Allow Sub COMM 1003 for COMM 2173 or COMM 2003

[2]Approved Electives: MGMT 3113 Business Process Improvement, BDA 4031 BDA Internship/BDA 4032 BDA Internship/BDA 4033 BDA Internship, BDA 4073 Special Topics, MKT 4013 Digital Metrics, FIN 4033 Financial Modeling, COMS 1333 Web and Mobile Technologies, COMS 2104 (Prerequisite COMS 1403 Orientation to Computing, Information, and Technology/COMS 1411 Computer and Information Science Lab), MKT 3063 Social Media Marketing, PHIL 3103 Logic, HIM 4063 Organization and Administration, MGMT 4103 Supply Chain Management, STAT 2304 Programming Languages for Data Science or higher STAT course.

[3] This program partners the BSBA undergraduate degree with the MBA degree. A maximum of twelve (12) graduate level credit hours can be counted towards both the BSBA degree in Business Data Analytics and the MBA degree.  Four graduate level courses can be used to replace four upper-division undergraduate courses as follows:

• BDA 6203 Business Information Analysis can replace MKT 3153 Marketing Research and Analysis

• MGMT 6203 Decision Modeling in Supply Chain Management can replace MGMT 4103 Supply Chain Management

• MKT 6103 Digital Marketing Strategy can replace MKT 4013 Digital Metrics

• BDA 6323 Applied Predictive Analytics can replace BDA 4003 Business Intelligence