

Data Analytics is a joint program of the Zimpleman College of Business and the College of Arts and Sciences designed to develop analysts who can work with data to uncover practical insights and support sound and ethical decision-making. The foundation of the program is a core of computer science and statistics classes that build problem-solving skills. This is a STEM-related major.

For students entering Fall 2024 or later

Revised August 1, 2024

Name _____

Student ID _____

| I. Basic Graduation Requirements | |
|--|----------------------|
| 120 - Total Credit Hours | <input type="text"/> |
| 42 - 100-Level (all University) Credit Hours | <input type="text"/> |
| 2.0 or Above - Cumulative GPA | <input type="text"/> |
| 2.0 or Above - Business 100-Level Course GPA | <input type="text"/> |
| Graduation Planning (discuss with advising specialist) <i>Due 18 months prior to graduation</i> | <input type="text"/> |
| Graduation Application - Online In Self Service | <input type="text"/> |

| II. Drake Curriculum - Areas of Inquiry (AOIs) | | | |
|--|----------|--------|-------|
| | Course | Credit | Grade |
| First-Year Seminar | | 3 | |
| Written Communication | | 3 | |
| Information Literacy | CS 065 | 3 | √ |
| Historical Foundations | | 3 | |
| Global and Cultural Understanding | BUS 070 | 3 | √ |
| Values and Ethics | BLAW 060 | 3 | √ |
| Artistic Literacy | | 3 | |
| Scientific Literacy with lab | | 4 | |
| Quantitative Literacy | STAT 071 | 3 | √ |
| Engaged Citizen | | 3 | |

| III. All University Required Course | | | |
|-------------------------------------|----------|--------|-------|
| | Course | Credit | Grade |
| Equity and Inclusion** | MGMT 110 | 3 | √ |

** Zimpleman majors fill this with MGMT 110

| IV. Business Core Requirements (45 Credits) | | |
|---|--------|-------|
| The Business Acumen Sequence | Credit | Grade |
| BUS 001 - Welcome to Business | 1 | |
| BUS 002 - Career Readiness and Professionalism | 1 | |
| BUS 003 - Personal Branding Excellence | 1 | |
| BUS 004 - Pursuing Your North Star | 1 | |
| | Credit | Grade |
| ACCT 041 - Introduction to Financial Accounting | 3 | |
| ACCT 042 - Introduction to Managerial Accounting | 3 | |
| ECON 002 - Principles of Microeconomics | 3 | |
| IS 044 - Microsoft Office Tools for Business Analysis | 2 | |
| BLAW 060 - Business Law I | 3 | |
| BUS 070 - Globalization | 3 | |
| STAT 071, ACTS 131 or STAT 130 | 3 | |
| STAT 072 - Statistics II or ACTS 135 - Math. Stats | 3 | |
| IS 075 - Information Technology and Business | 3 | |
| FIN 101 - Corporate Finance | 3 | |
| MGMT 110 - Organizational Behavior | 3 | |
| MGMT 120 - Management of Operations | 3 | |
| MKTG 101 - Marketing Principles | 3 | |
| BUS 195 - Business Strategy and Policy | 3 | |

| V. Data Analytics Major (39 Credits) | | |
|--|--------|-------|
| | Credit | Grade |
| MATH 050 - Calculus I | 3 | |
| MATH 070 - Calculus II | 3 | |
| CS 065 - Intro to CS I | 3 | |
| CS 066 - Intro to CS II | 3 | |
| CS 083 - Digital Ethics | 3 | |
| CS 167 - Machine Learning | 3 | |
| CS 178 - Cloud and Database Systems | 3 | |
| IS 160 - Database Management | 3 | |
| STAT 040 - Introduction to R and SAS | 3 | |
| STAT 130 - Probability for Analytics | 3 | |
| STAT 170 - Regression and Time Series | 3 | |
| STAT 172 - Data Mining and Generalized Linear Models | 3 | |
| STAT 190 - Case Studies in Data Analytics | 3 | |

| VI. Optional Marketing Track for Data Analytics (6 Cr.) | | |
|---|--------|-------|
| | Credit | Grade |
| MKTG 113 - Marketing Research | 3 | |
| MKTG 130 - Marketing Analytics | 3 | |

Data Analytics - Fall 2024 Catalog

Suggested Course Sequence *

[Pre-requisites and when courses are offered may be found on this page: www.drake.edu/zimpleman/about/forms/](http://www.drake.edu/zimpleman/about/forms/)

| First Year, Fall | | |
|------------------|-------|---------|
| Course | Notes | Credits |
| FYS | | 3 |
| CS 065 | | 3 |
| IS 044 | | 2 |
| ACCT 041 | | 3 |
| MATH 050 | | 3 |
| Term Credits | | 14 |

| First Year, Spring | | |
|--------------------|-------|---------|
| Course | Notes | Credits |
| BUS 001 | | 1 |
| STAT 040 | | 3 |
| CS 066 | | 3 |
| IS 075 | | 3 |
| ACCT 042 | | 3 |
| MATH 070 | | 3 |
| Term Credits | | 16 |

| Second Year, Fall | | |
|----------------------|-------|---------|
| Course | Notes | Credits |
| STAT 071 | | 3 |
| AOI | | 3 |
| IS 160 | | 3 |
| ECON 002 | | 3 |
| Science AOI with Lab | | 4 |
| Term Credits | | 16 |

| Second Year, Spring | | |
|---------------------|-------|---------|
| Course | Notes | Credits |
| BUS 002 | | 1 |
| STAT 072 | | 3 |
| BLAW 060 or BUS 070 | | 3 |
| CS 083 | | 3 |
| MKTG 101 | | 3 |
| Term Credits | | 13 |

| Third Year, Fall | | |
|---|-------|---------|
| Course | Notes | Credits |
| MGMT 110 or MGMT 120 | | 3 |
| STAT 130 | | 3 |
| CS 167 | | 3 |
| BUS 070 or BLAW 060 | | 3 |
| AOI | | 3 |
| Zimpleman Graduation Agreement Due | | |
| Term Credits | | 15 |

| Third Year, Spring | | |
|--------------------|-------|---------|
| Course | Notes | Credits |
| BUS 003 | | 1 |
| FIN 101 | | 3 |
| STAT 170 | | 3 |
| CS 178 | | 3 |
| AOI | | 3 |
| AOI | | 3 |
| Term Credits | | 16 |

| Fourth Year, Fall | | |
|--|-------|---------|
| Course | Notes | Credits |
| BUS 004 | | 1 |
| STAT 172 | | 3 |
| MGMT 120 or MGMT 110 | | 3 |
| AOI | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| University Commencement Application Due | | |
| Term Credits | | 16 |

| Fourth Year, Spring | | |
|---------------------|-------|---------|
| Course | Notes | Credits |
| BUS 195 | | 3 |
| STAT 190 | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Term Credits | | 15 |

* This plan is an example and your plan may vary. Meet with your advisor to devise a plan that is best for you.

| | | |
|-------|-----------------------------|-----|
| Notes | Total credits (minimum 120) | 121 |
|-------|-----------------------------|-----|