

# BUSINESS MAJOR: DATA ANALYTICS OPTION (A.S.)

## Description

The Associate in Science degree in Business is designed for students interested in gaining a solid foundation in the field of business. The program includes an overview of general management theory and introduces students to the fundamental concepts of economics, marketing, finance, and organizational behavior. Students are able to further customize their degree by choosing from an array of three-course concentrations to gain specialized knowledge. This degree prepares students for a smooth transition to the B.S. in Business Management or related degree.

## Requirements

### Degree Requirements

**Minimum Credit Requirement:** 60 credits

**Minimum Residency Requirement:** 16 credits must be taken at UNH

**Minimum GPA:** 2.0 required for conferral\*

**Core Curriculum Required:** General Education Program

Major, Option, and Elective Requirements as indicated.

\*Major GPA requirements as indicated.

### General Education Program Requirements

A minimum grade of D- is required in all General Education coursework. Students are allowed a maximum of one course overlap between the Major and General Education areas.

Code	Title	Credits
ENG 420	The Writing Process	4
COM 460	Interpersonal Communication and Group Dynamics	4
COM 480	Visual Communication	4
CRIT 501	Introduction to Critical Inquiry	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
Knowledge of Human Behavior & Social Systems		4
Knowledge of the Physical & Natural World		4
Knowledge of Human Thought & Expression		4
<b>Total Credits</b>		<b>32</b>

### Major Requirements

A minimum grade of C- is required in all Major and Option coursework. Students are allowed a maximum of one course overlap between the Major/Option and General Education areas.

Code	Title	Credits
<b>Major in Business</b>		
APST 405	Career Development and Planning	2
CMPL 402	Excel	2
MGMT 410	Principles of Management	4
Select two of the following:		8
Students should not take both ACCT 532 and MGMT 569 as part of their major elective group.		

ACCT 532	Financial Accounting	
or ECO 470	Principles of Economics	
or HRM 420	Human Resource Management	
or MGMT 569	Budget Management	
or MKT 510	Principles of Marketing	
<b>Option in Data Analytics</b>		
DAT 510	Introduction to Data Analytics	4
DAT 535	Data Mining, Cleaning, and Visualization	4
DAT 610	Data Analytics and Technologies	4
or DAT 620	Data Analytics in Business Intelligence	
<b>Total Credits</b>		<b>28</b>

## Electives

Open electives are courses students will need to take in addition to their general education and major requirements in order to satisfy the remaining credit totals for their programs. Open electives are defined as any credit course offered by the College not already included in the student's general education, major, concentration or minor. Students will need 60 credits total to graduate with an associate degree.

## Degree Plan

This degree plan is a sample and does not reflect the impact of transfer credit or current course offerings. UNH CPS Online undergraduate students should develop individual academic plans with their academic advisor during their first year at UNH.

## Sample Course Sequence

### First Year

Fall		Credits
APST 405	Career Development and Planning	2
CMPL 402	Excel	2
ENG 420	The Writing Process	4
MGMT 410	Principles of Management	4
Select one of the following:		4
MTH 402	Math for Our World	
MTH 504	Statistics	
MTH 510	Pre-Calculus	
<b>Credits</b>		<b>16</b>

Spring		Credits
COM 460	Interpersonal Communication and Group Dynamics	4
CRIT 501	Introduction to Critical Inquiry	4
DAT 510	Introduction to Data Analytics	4
General Education Course		4
<b>Credits</b>		<b>16</b>

### Second Year

Fall		Credits
COM 480	Visual Communication	4
DAT 535	Data Mining, Cleaning, and Visualization	4
ACCT 532	Financial Accounting	4
or ECO 470	or Principles of Economics	
or HRM 420	or Human Resource Management	
or MGMT 569	or Budget Management	
or MKT 510	or Principles of Marketing	

General Education Course		4
<b>Credits</b>		<b>16</b>
<b>Spring</b>		
DAT 610 or DAT 620	Data Analytics and Technologies or Data Analytics in Business Intelligence	4
ECO 470 or ACCT 532 or HRM 420 or MGMT 569 or MKT 510 or ECO 470	Principles of Economics or Financial Accounting or Human Resource Management or Budget Management or Principles of Marketing or Principles of Economics	4
General Education Course		4
<b>Credits</b>		<b>12</b>
<b>Total Credits</b>		<b>60</b>

## Student Learning Outcomes

- Attain proficiency in the basic concepts, theories, and methods of inquiry in business.
- Evaluate ethical principles that guide businesses.
- Prepare for seamless transition to the Bachelor of Science in Business Management program.