EAST CENTRAL UNIVERSITY
STONECIPHER SCHOOL OF BUSINESS
ITM – DATA ANALYTICS (BS) - 0612
4-YEAR PLAN
2025-2026 CATALOG YEAR

FIRST YEAR- FRESHMAN (32-HRS)

Fall Semester

BUS	1113	Foundations of Business (C)^±
ENG	1113	Freshman Composition I (C)^
CMPSC	1113	Computer Programming I (C)^
MATH	1613	Functions and Modeling (CT)^±
MIS	1903	Computer Business Applications (C)^±
UNIV	1001	Tiger Connect (IL)^

16 TOTAL HOURS

Spring Semester

EHS	1114	Intro to Environmental Science (GC)^
EHS	1114L	Intro to Environmental Science Lab
COMM	1113	Fundamentals of Human Comm. (C)^±
ENG	1213	Freshman Composition II (IL)^
PS	1113	United States Government (CT)^
HIST	1113	Foundations of Western Civ. (IKC)^

16 TOTAL HOURS

SECOND YEAR-SOPHOMORE (32-HRS)

Fall Semester

ACCT	2103	Financial Accounting
HUM	2633	World Religion and Thought (GC)^
ECON	2003	Principles of Macroeconomics
HIST	2483	US History before 1877 (CT)^
PHSCI	1114	General Physical Science (CT)^
PHSCI	1114L	General Physical Science Lab

16 TOTAL HOURS

Spring Semester

ACCT	2223	Managerial Accounting
BSEC	2603	Business and Economic Statistics
ECON	2273	Principles of Microeconomics
MGMT	3013	Principles of Management
General Education Elective Course(s) (4 hours)^		

16 TOTAL HOURS

THIRD YEAR - JUNIOR (30-HRS)

Fall Semester

BUCOM	3133	Bus. Comm. And Report Writing
BSEC	3103	Foundations of Data Analytics
MKTG	3313	Principles of Marketing
MGMT	3023	Project Management I
MIS	3433	Management Information Systems

15 TOTAL HOURS

Spring Semester

BUSLW	3213	The Legal Environment of Business
FIN	3113	Financial Management
BSEC	4003	Advanced Data Analytics
ITM	3423	Web Development
MIS	3453	Adv. Computer Business Applications

15 TOTAL HOURS

FOURTH YEAR - SENIOR (26-HRS)

Fall Semester

BUS	4213	Business Ethics
ITM	4653	Database Theory and Applications
Choose a 3-hour course from the list below #		
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Choose a minimum of 2-hour course for elective credit		

14 TOTAL HOURS

Spring Semester

BUS	4103	Global Business
ITM	3473	Data Visualization
ITM	4753	Software Dev. and Team Dynamics
Choose a 3-hour course from the list below #		

12 TOTAL HOURS

* The elective hour requirement here is based upon the assumption that both science courses are 4 hour courses. If one taken is a 3 credit hour course, you will need an extra general education elective course to fulfill the requirement.

± Indicates courses that count toward both the degree and general education requirements. A maximum of 12 credit hours may be applied to both general education and major requirements.

^ indicates course that fulfill the general education requirements.

Choose from this list of courses: FIN 3223 Investment Analysis, FIN 4263 Applied Finance, ITM 3423 Web Development, ITM 3613 Data Communication and Computer Networks, ITM 3823 Cybersecurity, ITM 3843 Cloud Management, ITM 4653 Database Theory and Application, MKTG 4413 Marketing Research, MKTG 4623 Marketing Analytics

Per graduation requirements, you must have at least one course from each of the Student Learning Outcomes - Communication (C), Critical Thinking (CT), Information Literacy (IL), Intercultural Knowledge and Competence (IKC), Global Citizenship (GC)

All ECU students are required to meet the Board of Regents' Computer Proficiency Requirement.