

EAST CENTRAL UNIVERSITY
HARLAND C. STONECIPHER SCHOOL OF BUSINESS
 INFORMATION TECHNOLOGY MANAGEMENT – DATA ANALYTICS CONCENTRATION – B.S. - 0612
 DEGREE CHECK SHEET
 2025-2026 CATALOG YEAR

➤ **Requirements for Bachelor's Degrees**

- 30 hours at ECU • 60 hours at senior level college • 40 hours upper-level courses • OSRHE computer proficiency requirement

I. General Education 40 hours

A maximum of twelve hours may be counted in both the major/related work and general education.

II. Major in Information Technology Management 78 hours

A. Required Core 45 hours

- ACCT 2103 Financial Accounting
- ACCT 2203 Managerial Accounting
- BSEC 2603 Bus and Econ Statistics
- BUCOM 3133 Bus Comm & Report Writing
- BUS 1113 Foundations of Business
- BUSLW 3213 The Legal Environment of Business
- ECON 2003 Principles of Macroeconomics
- ECON 2013 Principles of Microeconomics
- FIN 3113 Financial Management
- ITM 4653 Database Theory and Applications
- ITM 4753 Software Dev and Team Dynamics
- MGMT 3013 Principles of Management
- MIS 1903 Computer Business Applications
- MIS 3433 Management Information Systems
- MKTG 3313 Principles of Marketing

B. Required for Concentration in Data Analytics 33 hours

- BSEC 3103 Foundations of Data Analytics^
- BSEC 4003 Advanced Data Analytics
- BUS 4103 Global Business
- BUS 4213 Business Ethics
- CMPSC 1113 Computer Programming I
- ITM 3473 Data Visualization
- MGMT 3023 Project Management I^
- MIS 3453 Advanced Computer Business Applications^

Choose Nine (9) hours from the following courses:

- FIN 3223 Investment Analysis
- FIN 4626 Applied Finance
- ITM 3423 Web Development
- ITM 3613 Data Comm & Computer Networks
- ITM 3823 Cybersecurity
- ITM 3843 Cloud Management
- MKTG 4413 Marketing Research
- MKTG 4623 Marketing Analytics & Strategy

III. Related Work

- COMM 1113 Fundamentals of Human Communication
- MATH 1613 Functions and Modeling **OR**
 - MATH 1513 College Algebra

IV. Minor (Not Required)

V. Electives 2 - 8 hours

VI. Total Hours Required 120 hours

VII. Special Requirements

Courses in the required core and are also denoted with a ^ are considered related work for double majors, minors, and Certificates in the Stonecipher School of Business.

For Graduation, a minimum grade point average of 2.25 is required in the required courses (excludes courses required for area concentration).

Students majoring in Business Administration must take at least 40 percent (48 credit hours) of their course work in non-business courses. However, BUCOM 3133, ECON 2003, ECON 2013, FIN 1113, and MIS 1903 will be considered non-business courses for this requirement.