



NORFOLK STATE UNIVERSITY
SCHOOL OF BUSINESS



2022 CURRICULUM
LEADING TO THE B.S. DEGREE IN BUSINESS
BUSINESS INTELLIGENCE & DATA ANALYTICS CONCENTRATION

The Bachelor of Science degree in Business with a concentration in Business Intelligence & Data Analytics requires a minimum of 121 hours of undergraduate work. The courses required in the Business Intelligence & Data Analytics concentration include the following:

First Year			Semester Credit Hour
SEM	101	Spartan Seminar 101	1 cr. hr.
SEM	102	Spartan Seminar 102	1 cr. hr.
BUS	175	Introduction to Business & Entrepreneurship	3 cr. hrs.
BIO	100	Biological Sciences	3 cr. hrs.
SCI	101	Introduction to Physical Science	3 cr. hrs.
XXX	XXX	Science Lab Elective (See Note A)	1 cr. hr.
ENG	101	College English I	3 cr. hrs.
ENG	102	College English II (ENG 101)	3 cr. hrs.
HED	100	Personal and Community Health	2 cr. hrs.
BUS	284	Advanced Micro Computing	3 cr. hrs.
MTH	131	Pre-calculus for Non-Science Majors	3 cr. hrs.
MTH	132	Calculus for Non-Science Majors (MTH 131)	3 cr. hrs.
PED	100	Fitness for Life or PED 101/102 or Modified PED	1 cr. hr.
TOTAL			30 cr. hrs.
Second Year			
SEM	201	Spartan Seminar 201	1 cr. hr.
ACC	201	Principles of Financial Accounting	3 cr. hrs.
ACC	202	Principles of Managerial Accounting (ACC 201)	3 cr. hrs.
BUS	281	Legal Environment for Business (BUS 175)	3 cr. hrs.
BUS	270	Business Statistics (MTH 132)	3 cr. hrs.
ECN	211	Principles of Microeconomics	3 cr. hrs.
ECN	212	Principles of Macroeconomics (ECN 211)	3 cr. hrs.
ENG	210	Practical English Grammar	3 cr. hrs.
PSY	210	Introduction to Psychology	3 cr. hrs.
ENG	285	Public Speaking (ENG 102)	3 cr. hrs.
XXX	XXX	Humanities (See Note B)	3 cr. hrs.
TOTAL			31 cr. hrs.
Third Year			
BUS	330	Business Communications	3 cr. hrs.
BUS	376	Statistics and Quantitative Methods (BUS 270)	3 cr. hrs.
BUS	387	Intro to Entrepreneurship (BUS 366, BUS 360 and BUS 365)	3 cr. hrs.
BUS	360	Corporate Finance (ACC 202 and ECN 212)	3 cr. hrs.
BUS	375	Management Information Systems & E-Commerce (BUS 284)	3 cr. hrs.
BUS	390	Business Database Management (BUS 284)	3 cr. hrs.
BUS	365	Organizational Behavior and Theory (PSY 210)	3 cr. hrs.
BUS	366	Principles of Marketing	3 cr. hrs.
BUS	391	Introduction to Data Analytics & Big Data (BUS 375)	3 cr. hrs.
BUS	396	Introduction to Blockchain: Foundations and Business Use Cases (BUS 375)	3 cr. hrs.
TOTAL			30 cr. hrs.
Fourth Year			
BUS	431	Information Systems Analysis and Design (BUS 375)	3 cr. hrs.
BUS	XXX	Business Elective (See Note C)	3 cr. hrs.
BUS	491	Data Analytics & Visualization (BUS 391)	3 cr. hrs.
BUS	492	Business Intelligence (BUS 491)	3 cr. hrs.
BUS	476	Operations Management (BUS 376)	3 cr. hrs.
BUS	478	Strategic Management (BUS 476, BUS 365, BUS 366, BUS 360)	3 cr. hrs.
BUS	XXX	Business Elective (See Note C)	9 cr. hrs.
XXX	XXX	Global/Cultural & Language Elective (See Note B)	3 cr. hrs.
TOTAL			30 cr. hrs.

TOTAL REQUIREMENTS

121 cr. hrs. (OVER)

BUSINESS INTELLIGENCE & DATA ANALYTICS CURRICULUM 2022

Note A: A student needs to take **ONE** of the following laboratory courses.

BIO 100L Biological Science Lab
 SCI 101L Physical Science Lab

Note B: Global/Cultural and Foreign Language Electives (6 hours)
 A student will choose **TWO** courses from the list below.

SOC 325 Society, Business & Internationalism
 ENG 207 Introduction to World Literature
 ENG 383 African-American Literature
 FIA 201 Basic Art Appreciation
 GEO 141 World Regional Geography
 GEO 331 Economic Geography
 GEO 336 Political Geography
 GEO 337 Geography of Africa
 HIS 336 African-American History since 1865
 HIS 360 Latin America: Argentina, Brazil, and Chile
 HIS 361 Latin America: Readings in Latin American History
 HIS 363 Introduction to Modern Near-East
 HIS 365 Latin America: Mexico, Central America, and the Caribbean
 HIS 370 African History and Culture
 HIS 371 African History and Culture
 HIS 374 East Asian Civilization
 HIS 375 Contemporary Economic System of China
 HIS 376 Contemporary Economic System of Japan
 HIS 446 Latin America Colonial
 HIS 448 Slavery in the Atlantic Basin
 HIS 476 Modern China and Modern Japan
 HUM 210 Humanities
 HUM 211 Humanities
 MUS 301 Music Appreciation
 MUS 234 African-American Music
 POS 315 Blacks in American Political Process
 POS 323 Comparative Government
 POS 360 International Politics
 POS 442 International Law
 POS 461 International Organization
 POS 462 The Near (Middle) East in International
 POS 463 Politics of African Nations
 POS 467 Introduction to Non-Western Politics
 POS 468 A Survey of Contemporary Governments of Asia
 PSY 340 Psychology of African Americans
 REL 200 Major World Religions
 SOC 101 Introduction to Social Science
 SOC 237 Racial and Cultural Minorities
 SOC 242 Introduction to Anthropology
 FRN 111 and 112 Elementary French I and II
 GRM 111 and 112 Elementary German I and II
 JPN 111 and 112 Elementary Japanese I and II
 SPN 111 and 112 Elementary Spanish I and II
 SWA 111 and 112 Elementary Swahili I and II

Note C: A student needs to take **FOUR** of the following courses towards Business Electives. (12 cr. hrs.)

ACC 301 Intermediate Accounting I (ACC 202)
 ACC 315 Federal Income Tax I (ACC 202)
 BUS 465 Small Business Management (BUS 387)
 BUS 477 Franchising (BUS 366)
 BUS 363 Financial Institutions (BUS 360)
 BUS 474 Intermediate Financial Management (BUS 360)

BUS 350 Ethics in Management (BUS 365)
 BUS 415 International Management (BUS 365)
 BUS 367 Consumer Behavior (BUS 366)
 BUS 413 Principles of Retailing (BUS 366)
 BUS 300 Internship

STUDENTS MUST EARN A “C” OR HIGHER IN THE FOLLOWING:

1. ALL Business courses: (ACC, BUS, and ECN)
2. ALL English courses: (ENG)
3. ALL Math courses: (MTH)
4. ALL Computer Science courses: (CSC)

MATHEMATICS SEQUENCE

For business school students, MTH 131, and MTH 132 are required courses. Based on the results of the mathematics placement test, a student **MUST** follow one of the following mathematics sequences.

Math Placement Test Result	Math Sequence
MTH 101	MTH 101, MTH 105, MTH 131, MTH 132
MTH 102	MTH 102, MTH 131, MTH 132
MTH 131	MTH 131, MTH 132

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