NORFOLK STATE UNIVERSITY
SCHOOL OF BUSINESS
2025 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)

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

Revised: April 2022