DATA ANALYSIS (B.A.)

The Bachelor of Arts in Data Analysis program emphasizes the application of domain expertise to craft insightful and ethical data-driven narratives and decisions. This interdisciplinary program incorporates coursework from more than five distinct departments across the campus. Students are also required to pursue at least one minor (or major) alongside their data analysis major to gain essential domain proficiency. Such expertise is crucial for contextualizing data, ensuring accurate interpretation, recognizing patterns, and tackling real-world challenges effectively.

Integrated Studies Requirements

40 credits minimum

Code	Title	Credits	Completed
Major Requirements (42 credits plus academic minor)			_____
Foundational Courses			_____
Introductory Statistics			_____
Select **one** of the following:		4	_____
MATH-141	Introductory Statistics		_____
MGT-140	Quantitative Decision-Making		_____
PSYC-251	Psychological Statistics		_____
Programming			_____
ISCS-210	Python Programming	4	_____
Ethics			_____
Select **one** of the following:		4	_____
COMM-385	Digital Comm Law & Ethics		_____
IHPHIL-220	Ethics		_____
JRN-323	Journalism Law & Ethics		_____
Professional Writing and Communication			_____
Select **one** of the following:		4	_____
COMM-385	Digital Comm Law & Ethics		_____
IHJRN-130	Media Writing Fundamentals		_____
IHJRN-155	Multimedia Fundamentals		_____
IHCOMM-350	Workplace Comm & Writing		_____
IHCOMM-171	Public Speaking		_____
IIENG-305	Classical Rhetoric for Writers		_____
Graphic Design			_____
IAART-105	Graphic Design Process	4	_____
Advanced Data Analysis Courses			_____
CS-480	Machine Learning	4	_____
IIPHYS-342	Data Analysis for Scientists	4	_____
ISCS-340	DB Applications & Programming	4	_____
ISMGT-383	Applied Data Analysis & Vis	4	_____
MATH-341	Applied Statistics	4	_____
Capstone Course			_____
MGT-384	Data Analytics Portfolio Plus	2	_____
Related Minor			_____
Minor required to obtain domain knowledge in a particular field. Any minor will meet this requirement with the exception of the Data Analytics minor. Alternatively, the minor requirement can be met by a second major.			_____
Total Credits		**42**	_____

Electives

Select courses to reach a total of 120 credits for the degree.

Degree Requirements

120 credits
40 credits at the upper-level

Students will gain experience with various data types, including numerical, categorical, and image.
Students who have gone through the Data Analysis major will:

- Attain appropriate domain knowledge of a topic.

Students will gain experience with various data types, including numerical, categorical, and image.
Students will gain experience with various data types, including numerical, categorical, and image.
Students who have gone through the Data Analysis major will:

- Explore and be exposed to different data tools, software, and platforms.
- Learn ethical and good use of data.
- Incorporate effective visualizations.
- Gain skills in graphical and data literacy.
- Master storytelling with data.

Students will gain experience with various data types, including numerical, categorical, and image.

Students who have gone through the Data Analysis major will:

Students who have gone through this major will:

- Apply appropriate data analysis techniques.