Southwest Baptist UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (DATA ANALYTICS)

YEAR 1 - FALL SEMESTER

MKT 5023	Strategic Marketing	3
BUS 5203	Data Analytics	3
Total Credits	……………………………………………..	**6**

YEAR 1 - SPRING SEMESTER

BUS 5213	Processing Data for Decision-Making	3
MGT 5063	Entrepreneurship	3
Total Credits	……………………………………………..	**6**

YEAR 1 - MAY TERM

BUS 5043	Ethics and Critical Thinking in Business	3
Total Credits	……………………………………………..	**3**

YEAR 1 - SUMMER TERM

BUS 5223	Leading Data Analytics Projects	3
Total Credits	……………………………………………..	**3**

YEAR 2 - FALL SEMESTER

ACC 5113	Accounting for Managers	3
ECO 5043	Economics for Managers	3
Total Credits	……………………………………………..	**6**

YEAR 2 - SPRING SEMESTER

FIN 5023	Financial Management	3
MGT 5093	Organizational Strategy	3
Total Credits	……………………………………………..	**6**

YEAR 2 - MAY TERM

MGT 5013	Managerial Communication	3
Total Credits	……………………………………………..	**3**

YEAR 2 - SUMMER TERM

LDR 5063	Leadership Development	3
Total Credits	……………………………………………..	**3**

Note: This is a proposed two-year plan.

Total Credits to Graduate: 36

Updated Spring 2024