



**Bachelor of Science in Management  
 (Business Analytics Option)**  
**管理科学（商业分析方向）**

Minimum GPA Requirement 最低绩点要求: 2.5  
 For WKU 2021 freshman and onward

FRESHMAN YEAR 第一学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>MATH 2400</b> Calculus for Business & Economics (or 2415 Calculus I; in place of Math 1044) 商业及经济学微积分	3		<b>CPS 1032</b> Microcomputer Applications 计算机应用	3
<b>GE 1000</b> Transition to Kean 过渡到肯恩	1		<b>ECO 1020</b> Principles of Macroeconomics 宏观经济学原理	3
<b>ENG 1300</b> College Composition for Non-Native Students I (counts as 6-credit free electives) 非母语学生英文作文 I	6		<b>ENG 1430</b> College Composition for Non-Native Students II (counts as 1030 and a 3-credit FE) 非母语学生英文作文 II	6
<b>ESL 0303</b> Academic Oral Discourse I 学术口语演讲 I	3		<b>ESL 0403</b> Academic Oral Discourse II 学术口语演讲 II	3
<b>ESL 0305</b> Academic Written Discourse I 学术书面用语 I	3		<b>ESL 0405</b> Academic Written Discourse II 学术书面用语 II	3
	<b>16</b>			<b>18</b>

SOPHOMORE YEAR 第二学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>ACCT 2200</b> Principles of Accounting I 会计学原理 I	3		<b>ACCT 2210</b> Principles of Accounting II 会计学原理 II	3
<b>MGS 2150</b> Business Statistics 商业统计及应用	4		<b>BLAW 2051</b> Business Law I 国际商法 I	3
<b>ECO 1021</b> Principles of Microeconomics 微观经济学原理	3		<b>MGS 2030</b> Principles of Management 管理学原理	3
<b>COMM 1402</b> Speech and Communication 口语交流	3		<b>MGS 3001</b> Python Programming for Business 商业 Python 编程	3
<b>ENG 2403</b> World Literature 世界文学	3		<b>ENG 3090</b> Business & Professional Writing 商务与专业写作	3
<b>GE 2021</b> Research and Technology 研究与技术	3		GE Humanity Electives 通识人文选修	3
	<b>19</b>			<b>18</b>

JUNIOR YEAR 第三学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>FIN 3310</b> Corporate Finance I 基础金融 I	3		<b>MGS 4010</b> Operations Management (in place of MGS 3100) 运作管理	3
<b>MGS 3040</b> Management Info Systems 管理信息系统	3		<b>MGS 3501</b> Database Management in Business (or other Major elective*) 商业数据库管理 (或其他专业选修*)	3
<b>MGS 3101</b> Foundation of Business Analytics 商业分析基础	3		<b>MGS 3701/MKT 3950</b> Data Mining in Business 商业数据挖掘	3
<b>MKT 2500</b> Principles of Marketing 营销学原理	3		<b>HIST 1062</b> Worlds of History 世界历史	3
<b>COMM 3590</b> Bus & Professional Communication 商务与科技写作	3		GE Laboratory Science 通识实验科学选修	4
GE Social Science Elective 通识社会科学选修	3			
	<b>18</b>			<b>16</b>

SENIOR YEAR 第四学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
<b>MGS 4701</b> Integrative Applications of Business Analytics 商业分析综合应用	3		<b>MGS 4999</b> Integrative Business Strategy 综合商务战略	3
<b>MGS 4998</b> Senior Thesis 毕业论文	3		Free Elective (3000/4000 level) 自由选修课	3
<b>MGS 3520</b> Bus Ethics & Corp Responsibility 商业道德与公司责任	3		Free Elective (3000/4000 level) 自由选修课	3
<b>MKT 3550</b> Marketing Research (or other Major elective*) 市场研究 (或其他专业选修*)	3		Free Elective 自由选修课	3
Free Elective (3000/4000 level) 自由选修课	3			
	<b>15</b>			<b>12</b>

This version: 10/16/2020 and **Subject to Changes and Revisions**

\* Select from the following courses:  
MGS 3120, MGS 3130, MGS 3501, MGS 4041, MKT 3550, and GBUS 4310