



**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	
MATH 2400 Calculus for Business & Economics (or 2415 Calculus I; in place of Math 1044) 商业及经济学微积分	3		CPS 1032 Microcomputer Applications 计算机应用	3
GE 1000 Transition to Kean 过渡到肯恩	1		ECON 1020/1021 Principles of Economics I/II 经济学原理 I/II	3
ENG 1300 College Composition for Non-Native Students I (counts as 6-credit free electives) 非母语学生英文作文 I	6		ENG 1430 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
ESL 0303 Academic Oral Discourse I 学术口语演讲 I	3		ESL 0403 Academic Oral Discourse II 学术口语演讲 II	3
ESL 0305 Academic Written Discourse I 学术书面用语 I	3		ESL 0405 Academic Written Discourse II 学术书面用语 II	3
	16			18

SOPHOMORE YEAR 第二学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
ACCT 2200 Principles of Accounting I 会计学原理 I	3		ACCT 2210 Principles of Accounting II 会计学原理 II	3
MGS 2150 Business Statistics 商业统计及应用	4		BLAW 2051 Business Law I 国际商法 I	3
ECON 1020/1021 Principles of Economics I/II 经济学原理 I/II	3		MGS 2030 Principles of Management 管理学原理	3
COMM 1402 Speech and Communication 口语交流	3		MGS 3001 Python Programming for Business 商业 Python 编程	3
ENG 2403 World Literature 世界文学	3		ENG 3090 Business & Professional Writing 商务与专业写作	3
GE 2021 Research and Technology 研究与技术	3		GE Humanity Electives 通识人文选修	3
	19			18

JUNIOR YEAR 第三学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
FIN 3310 Corporate Finance I 基础金融 I	3		MGS 3100 (old MGS4010) Operations Management 运作管理	3
MGS 3040 Management Info Systems 管理信息系统	3		MGS 3501 Database Management in Business (or other Major elective*) 商业数据库管理 (或其他专业选修*)	3
MGS 3101 Foundation of Business Analytics 商业分析基础	3		MGS 3701/MKT 3950 Data Mining in Business 商业数据挖掘	3
MKT 2500 Principles of Marketing 营销学原理	3		HIST 1062 Worlds of History 世界历史	3
COMM 3590 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			
	18			16

SENIOR YEAR 第四学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MGS 4701 Integrative Applications of Business Analytics 商业分析综合应用	3		MGS 4999 Integrative Business Strategy 综合商务战略	3
MGS 4998 Senior Thesis 毕业论文	3		Free Elective (3000/4000 level) 自由选修课	3
MGS 3520 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
MKT 3550 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			
	15			12

A business student is required to successfully complete a graduation thesis in 4998 thesis courses to qualify for degree conferral.

This version: 23/03/2022 and **Subject to Changes and Revisions**

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



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(Business Analytics Option)**
管理科学（商业分析方向）

Minimum GPA Requirement 最低绩点要求: 2.5
此版本仅适用于自主招生学生（高考生不适用）

FRESHMAN YEAR 第一学年					
Fall Semester 秋季学期			Spring Semester 春季学期		
MATH 2400 Calculus for Business & Economics (or 2415 Calculus I; in place of Math 1044) 商业及经济学微积分	3		CPS 1032 Microcomputer Applications 计算机应用	3	
GE 1000 Transition to Kean 过渡到肯恩	1		ECON 1020/1021 Principles of Economics I/II 经济学原理 I/II	3	
ENG 1300 College Composition for Non-Native Students I (counts as 6-credit free electives) 非母语学生英文作文 I	6		ENG 1430 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	
ECON 1020/1021 Principles of Economics I/ 经济学原理 I/II	3		MGS 2030 Principles of Management 管理学原理 / MKT 2500 Principles of Marketing 营销学原理 / MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3	
MGS 2030 Principles of Management 管理学原理 / MKT 2500 Principles of Marketing 营销学原理 / MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任	3				
	16			15	

SOPHOMORE YEAR 第二学年					
Fall Semester 秋季学期			Spring Semester 春季学期		
ACCT 2200 Principles of Accounting I 会计学原理 I	3		ACCT 2210 Principles of Accounting II 会计学原理 II	3	
MGS 2150 Business Statistics 商业统计及应用	4		BLAW 2051 Business Law I 国际商法 I	3	
GE 2021 Research and Technology 研究与技术	3		MGS 2030 Principles of Management 管理学原理 (if not offered in the freshman year)	3	
COMM 1402 Speech and Communication 口语交流	3		MGS 3001 Python Programming for Business 商业 Python 编程	3	
ENG 2403 World Literature 世界文学	3		ENG 3090 Business & Professional Writing 商务与专业写作	3	
			GE Humanity Electives 通识人文选修	3	
	16			18	

JUNIOR YEAR 第三学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
FIN 3310 Corporate Finance I 基础金融 I	3		MGS 3100 (old MGS4010) Operations Management 运作管理	3
MGS 3040 Management Info Systems 管理信息系统	3		MGS 3501 Database Management in Business (or other Major elective*) 商业数据库管理 (或其他专业选修*)	3
MGS 3101 Foundation of Business Analytics 商业分析基础	3		MGS 3701/MKT 3950 Data Mining in Business 商业数据挖掘	3
MKT 2500 Principles of Marketing 营销学原理 (if not offered in the freshman year)	3		HIST 1062 Worlds of History 世界历史	3
COMM 3590 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			
	18			16

SENIOR YEAR 第四学年				
Fall Semester 秋季学期			Spring Semester 春季学期	
MGS 4701 Integrative Applications of Business Analytics 商业分析综合应用	3		MGS 4999 Integrative Business Strategy 综合商务战略	3
Major elective* (blanket waiver of MGS4998 Senior Thesis)	3		Free Elective (3000/4000 level) 自由选修课	3
MGS 3520 Bus Ethics & Corp Responsibility 商业道德与公司责任 (if not offered in the freshman year)	3		Free Elective (3000/4000 level) 自由选修课	3
MKT 3550 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			
	15			12

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

An Independent Admission student **is not** required to complete a graduation thesis in 4998 thesis courses to qualify for degree conferral.

This version: 10/10/2022 and **Subject to Changes and Revisions**