



**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



**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
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* | 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

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