

Business Analytics and AI - 4 Year Degree Plan 2026-2027

Lamar University's **Bachelor of Business Administration in Business Analytics and AI** teaches you how to use data and AI technologies to solve business problems and make smarter decisions. You will learn how to collect, analyze, and visualize data, build predictive models, and apply artificial intelligence tools in real-world business settings.

Coursework combines business strategy with hands-on experience in programming, databases, business intelligence, machine learning, and data-driven decision-making. – Contact UAC at advising@lamar.edu, 409-880-8822, lamar.edu/findadvisor

NOTE: Degree plans may change over a four-year period. This may not be the most current list of course requirements for your program. It is always advised that you check Degree Audit in Banner Self-Serv or your advisor for the most up-to-date degree requirements and to track your progress toward a degree.

FIRST YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MISY 1373	Introduction to Business Technologies	3	_____	MATH 1324	Mathematics for Business and Social Sciences	3	_____
	ENGL 1301	Composition I	3	_____	BULW 1370	Business Environment and Public Policy	3	_____
	Life/Physical Sciences		3	_____	ENGL 1302	Composition II	3	_____
	HIST 1301	U.S. History I 1763-1877	3	_____	Life/Physical Sciences		3	_____
	Creative Arts		3	_____	HIST 1302	U.S. History II Since 1877	3	_____
	Hours		15	_____	Hours		15	_____
SECOND YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	BUAL 2305	Business Statistics	3	_____	COMM 1321	Business and Prof Speech	3	_____
	ECON 2301 or ECON 2302	Principles of Economics I Macro or Principles of Economics II Micro	3	_____	ECON 2302 or ECON 2301	Principles of Economics II Micro or Principles of Economics I Macro	3	_____
	ACCT 2301	Introduction to Financial Accounting	3	_____	ACCT 2302	Introduction to Managerial Accounting	3	_____
	MISY 3310	Principles of MIS	3	_____	MISY 3341	Data Visualization	3	_____
	ENGL 2300 or PHIL 2306	Ethics and Literature or Ethics	3	_____	MGMT 3300	Intro to Crit Think/Business Decision Making	3	_____
	Hours		15	_____	Hours		15	_____
THIRD YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	FINC 3310	Principles of Finance	3	_____	BULW 3310	Business Law	3	_____
	Business Analytics Elective		3	_____	MKTG 3310	Principles of Marketing	3	_____
	MGMT 3310	Principles of Org Behavior and Mgmt	3	_____	MGMT 3320	Production Management	3	_____
	POLS 2301	Intro to American Government I	3	_____	Business Analytics Elective		3	_____
	MISY 3321	Spreadsheets for Bus Analytics	3	_____	POLS 2302	Intro/American Government II	3	_____
	Hours		15	_____	Hours		15	_____
FOURTH YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MISY 3390	Data Mining and Machine Learning	3	_____	MGMT 4370	Strategic Analysis	3	_____
	MISY 4360	Applications of AI in Business	3	_____	Business Analytics Elective		3	_____
	Electives		6	_____	MISY 4340	Business Analytics and AI	3	_____
	International Requirement		3	_____	Electives		6	_____
	Hours		15	_____	Hours		15	_____