

**WILMINGTON UNIVERSITY  
COLLEGE OF BUSINESS  
BASIC COURSE INFORMATION**

**COURSE TITLE:** Intro to Business Analytics  
**COURSE NUMBER:** BBA 301  
**PRE-REQUISITE(S):** CTA 226 or CTA 326  
**COURSE DESCRIPTION:**

**MAJOR INSTRUCTIONAL GOALS:**  
**GOAL A:**

**Learning Objectives:**

**GOAL B:**

**Learning Objectives:**

**GOAL C:**

**Learning Objectives:**