

BUSINESS ANALYTICS - MINOR

Business analytics are applied in many areas within business including management, marketing, accounting, finance, sales, operations, and strategic planning. It is now critical for managers to be able to make sense of the increasing availability of extremely large amounts of information called "Big Data." The Business Analytics minor is designed to provide students the ability to utilize quantitative decision-making tools and techniques commonly used in various business occupations. Upon completion of the minor, students will be able to analyze, evaluate, and interpret data to justify making sound business decisions.

Curriculum

This minor is offered in the College for Women only

| Code | Title | Credits |
|---|--|--------------|
| Required courses: | | |
| BUSI 2012 | Business Analytics | 2 |
| BUSI 3200 | Business Analytics and Decision Making | 4 |
| DSCI 3100 | Database Management | 4 |
| ECON 1090 | Statistical Analysis for Decision Making | 4 |
| or STAT 1090 | Statistical Analysis | |
| MGMT 4400 | Operations Management | 4 |
| Select two or four credits from: ¹ | | 2-4 |
| ACCT 4140 | Accounting Systems | |
| DSCI 3200W | Analyzing Social Issues with Data | |
| DSCI 4602 | Internship | |
| DSCI 4604 | Internship | |
| ECON 3050 | Quantitative Impact Evaluation: Applied Research Skills | |
| ECON 3650 | Cost-Benefit Analysis | |
| ECON 4150 | Econometrics | |
| ECON XXXX | Predictive Analytics: Data Mining, Machine Learning, and Forecasting | |
| MKTG 3350 | Market Research and Analytics | |
| SALE 3432 | Customer Intelligence | |
| STAT 3090 | Predictive Analysis | |
| Total Credits | | 20-22 |

¹ Students are advised to consult with their academic advisor when selecting courses to ensure that they incorporate prerequisites into their course planning.