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 3200	Data Science with R	
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.