

MINOR IN BUSINESS ANALYTICS

Units required for Minor: 15

Program Description

The amount of data flowing from, to, and through enterprises of all sorts is enormous, and growing rapidly—more rapidly than the capabilities of organizations to use it. Successful enterprises are those that make effective use of the abundance of data to which they have access: to make better predictions, better decisions, and form better strategies.

Business analytics—which encompasses a variety of techniques to extract useful information from different sources of data—is being embraced at an increasing rate by organizations that need to gain actionable and forward-looking insight from their data. The minor in business analytics will provide students with the cutting-edge knowledge and skills they need to use and gather data to identify, understand, and deliver insights that internal and external clients find vital to organizational success.

A student wishing to minor in Business Analytics must file a Minor request petition (obtained in the Undergraduate Business Advising Center).

Program Requirements

Code	Title	Units
DS 101	Introduction to Business Analytics	3
DS 102	Foundation and Tools for Business Analytics	3
DS 110	Data Mining for Business Analytics	3
MIS 183	Business Intelligence Applications	3
Select one of the following:		3
DS 105	Decision Analytics	
DS 115	Advanced Business Analytics	
MIS 163	Business Process Engineering and ERP Configuration	
MIS 181	Machine Learning Applications in Business	
ACCY 143	Accounting Data Analytics	
FIN 136	Modern Portfolio Management	
MKTG 115	Marketing Analytics	
MKTG 188	Supply Chain Analytics	
Total Units		15