

# BUSINESS ANALYTICS MINOR

Business Analytics is a high-demand field composed of a hybrid of information systems, applied statistics, management science, data analysis, operations research, consumer behavior, risk management, and decision support. The focus is on the analysis of data to develop decision models in a business environment.

## Notes:

- this minor is offered only to Bachelors of Arts in Business Administration (BAB) students due to the prerequisite requirements;
- non-BAB students should take the Data Analytics minor;
- given the level of quantitative, critical thinking, and problem-solving skills necessary to complete this minor, students should have a GPA  $\geq 3.0$  before starting this minor;
- enrollment is restricted to those who have been formally accepted into the BAB program;
- due to the cross disciplinary nature of Business Analytics, the following business core courses should be completed before starting this minor: ACCT 251, ACCT 252, DSCI 245, DSCI 346, ECON 200, ECON 201, FINC 335, MISC 211, MKTG 310, and OPSM 330.

## Required Courses

|          |  |   |
|----------|--|---|
| DSCI 445 | INTRODUCTION TO BUSINESS ANALYTICS             | 4 |
| MISC 373 | BUSINESS DATABASE APPLICATIONS                 | 4 |
| MISC 374 | SPREADSHEET MODELING FOR BUSINESS APPLICATIONS | 4 |

## Electives—choose two from the following 8

|          |                            |
|----------|----------------------------|
| DSCI 446 | BUSINESS FORECASTING       |
| DSCI 447 | DESIGN OF EXPERIMENTS      |
| DSCI 448 | BUSINESS SIMULATION        |
| DSCI 449 | MULTIVARIATE DATA ANALYSIS |
| DSCI 450 | DATA VISUALIZATION         |

**Note: Courses may not be double counted with another major or minor. If this occurs, courses not counted for this minor may be replaced by ones from the following.**

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|----------|--|
| FINC 432 | RISK MANAGEMENT                            |
| FINC 434 | FINANCIAL DERIVATIVES                      |
| FINC 435 | CAPITAL BUDGETING AND LONG-TERM FINANCING  |
| FINC 436 | SHORT-TERM FINANCIAL MANAGEMENT            |
| MKTG 411 | MARKETING RESEARCH                         |
| MISC 371 | BUSINESS APPLICATIONS PROGRAM DESIGN       |
| MISC 481 | SYSTEMS ANALYSIS AND DESIGN                |
| MISC 485 | ADVANCED DATABASE APPLICATIONS DEVELOPMENT |
| MISC 487 | E-COMMERCE AND E-COMMERCE SYSTEM DESIGN    |
| MISC 498 | SEMINAR                                    |
| OPSM 425 | SERVICE AND OPERATION ANALYSIS             |

Total Credits

20