

# Business Analytics Minor

Make an impact in today's data-driven business world. Why minor in business analytics?

Companies today are increasingly relying on employees who can convert data into actionable insights to help businesses remain competitive. In the **business analytics minor**, students will learn skills in business analytics, technology, and information systems needed to apply the results for business decision making. The minor is designed to complement many majors.

Business analytics is the ability to use statistics, quantitative analysis, and information modeling to shape and make business decisions. Business analytics is a growing field of study that can lead to a variety of career paths and opportunities within a vast range of businesses and organizations.

## Minor requirements

(All colleges)

18 credits

## Admission and retention policy

All students must meet prerequisite requirements for courses counting toward the minor. No more than six credits can double count with another major or minor.

## Curriculum

Code	Title	Credits
<b>Core</b>		
IS 220	Information Systems for Business Management	3
IS 300	Data Management for Business Problem Solving and Decision Making	3
IS 320	Enterprise Systems for Decision Making and Data Analytics	3
IS 360	Management of Business Analytics	3
<b>Electives</b>		
Select six credits of the following:		6
ACC 327	Accounting Information Systems	
CS 115	Introduction to Python Programming	
ECO 307	Introduction to Econometrics	
FIN 437	Financial Modeling	
IS 340	Information Systems Security and Data Assurance Management	
IS 401	Management Information Systems: Analysis and Design	
IS 405	Special Topics in Information Systems <sup>1</sup>	
IS 411	Management Information Systems: Project Management and Implementation	
IS 440	Business Data Visualization and Communication	
MKT 465	Digital Marketing and Analytics	
MKT 467	Marketing Analytics	
STAT 305	Statistical Methods	
STAT 443	Categorical Data Analysis	

STAT 445	Correlation and Regression Analysis
STAT 446	Analysis of Variance and Design of Experiments
STAT 448	Operations Research

**Total Credits** 18

<sup>1</sup> A maximum of three credits of IS 405 may apply to the minor.