

Business Analytics, Minor

The business analytics minor is open to non-business undergraduate students with any major and offers analytics courses from a business decision-making perspective. The goal of these courses is to help students develop data-driven insights into business problems and solutions, along with the skills to communicate these insights effectively across the organization. The courses include both foundational courses, those geared toward more specific data analytics challenges, and those that apply analytical techniques to specific functional areas. Business analytics courses are grounded in relevant theory and principles and explore real-world problems and data. The courses explore analytics techniques and topics such as information visualization, artificial intelligence, machine learning, and data mining. Course tools are selected based on their effectiveness, usefulness, and their widespread use by employers. Depending on the courses chosen, students can develop skills using packages and languages such as R, Python, SQL, and Tableau. Students have the opportunity to develop technical and problem-solving skills that are in high demand by many types of organizations. The business analytics minor can fit well with any majors across colleges and schools.

Minor Requirements

Complete all courses listed below unless otherwise indicated. Also complete any corequisite labs, recitations, clinicals, or tools courses where specified. Starting Fall 2021 the Business Analytics minor is available to non-business majors only .

Required Course

Code	Title	Hours
MISM 2510	Fundamentals of Information Analytics	4

Electives

Code	Title	Hours
Complete three of the following:		12

Note: Only one non-MISM course may be used as an elective.

ECON 2560	Applied Econometrics
EECE 2300	Computational Methods for Data Analytics
FINA 4380	Financial Data Analytics
JRNL 3610	Digital Storytelling and Social Media
MGMT 4410	Workforce Analytics
MISM 3403	Data Management in the Enterprise
MISM 3501	Information Visualization for Business
MISM 3515	Data Mining for Business
MISM 3525	Modeling for Business Analytics
MISM 4983	Special Topics in Management Information Systems
MKTG 3501	Marketing Analytics
SCHM 3308	Supply Chain Analytics and Emerging Technologies

GPA Requirement

2.000 GPA required in the minor