

BUSINESS ANALYTICS MINOR

Analytics-related expertise is in high demand across different industries. A minor in Business Analytics allows students across all disciplines to complement their major or concentration by preparing them to answer critical business questions and to apply predictive modeling techniques to support data-driven decision-making. Students will gain hands-on practical skills using the application of analytics for strategic and operational advantage.

Admission Criteria:

Not available to students in the Business Analytics concentration in Business Administration major

Program Requirements

Code	Title	Credits
Business Analytics Minor Core		
INFO 210	Database Systems	3
INFO 257	Programming for Business	3
INFO 265	Foundations of Business Analytics and Artificial Intelligence	3
INFO 266	Data Analysis and Visualization	3
Business Analytics Minor Electives		
Complete one of the following courses:		3
ECON 395	Business Forecasting and Analytics	
INFO 366	Managing Big Data and Cloud Computing	
INFO 367	Introduction to Data Mining	
INFO 390	Digital Transformation	
INFO 391	Blockchain Technology	
INFO 395	Business Analytics and Artificial Intelligence Strategy	
MKTG 447	Marketing Analytics	
Business Analytics Minor Collateral Courses		
INFO 173	Spreadsheet Modeling for Business Decisions	3
INFO 290	Technology in Business	3
or ACCT 309	Accounting Information Systems	
INFO 240	Statistical Methods in Business (May take a statistics course as approved by the department.)	3
Total Credits		24