Minor in Business Analytics

21 units

The business analytics minor is for students interested in developing expertise in data science and data analytics with a specialization in the field of business. Students learn to analyze large quantities of data and discover value-oriented insights, becoming data-driven decision-makers in their organizations. Information is applied to a wide range of data-rich business domains such as accounting, economics, finance, marketing, human resource management, and supply chain management.

Benefits of Adding a Minor

A minor can help students complement their bachelor's degree and stand out to future employers, expanding their employment opportunities as they study an additional area of interest. Complementary minors provide students the opportunity to demonstrate added expertise in their field and specialize in an area that may provide an edge in their job search, and also add knowledge that can be used throughout an individual's career.

Code	Title	Units
Business Analytics Core		
BUSI 111	Business Statistics [1]	3
BUSI 246	Foundations of Business Analytics	3
BUSI 314	Big Data Analytics for Business	3
BUSI 414	Application of Business Analytics	3
Select three of the following:		9
ACCT 120	Principles of Accounting I	
ACCT 121	Principles of Accounting II	
ACCT 320	Intermediate Accounting I [F]	
ECON 200	Survey of Economics [2]	
ECON 350	Intermediate Macroeconomics [F]	
ECON 351	Intermediate Microeconomics [S]	
FIN 300	Business Finance for Managers	
FIN 352	Financial Markets and Institutions [F]	
FIN 330	Financial Analysis [F]	
FIN 432	Investment Analysis [S]	
MKTG 260	Principles of Marketing [3]	
MKTG 262	Consumer Behavior: An Applied Approach [4]	
MKTG 363	Marketing Research [F]	
Total Units		**21**

[1]   Meets the General Education Quantitative Literacy requirement.
[2]   Meets the General Education Social Sciences requirement.
[3]   Meets the General Education Intercultural Competence requirement.
[4]   Meets the General Education Civic Knowledge and Engagement requirement.

F	Offered in Fall only
S	Offered in Spring only
F/S	Offered in both Fall and Spring terms
EF	Offered in Fall in even years
ES	Offered in Spring in even years
OF	Offered in Fall in odd years
OS	Offered in Spring in odd years