

# The Department of Business Analytics

## Business Analytics Minor

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## About

A minor in Business Analytics, enriched with AI coverage, equips you with a deep understanding of business intelligence and advanced analytic tools such as decision modeling and analysis, and data mining that businesses need today. You will build strong analytical skills and the ability to create AI-enhanced solutions that boost business performance and value across industries.

## Course Requirements for Business Analytics Minor (9 Credits)

Business Analytics minor requires **three (3)** unique business courses to fulfill the minor requirements.

| Course   | Title              | Credits |
|----------|--------------------|---------|
| MGT 3170 | Data Mining and AI | 3       |

Plus one (1) course from the following:

| Course   | Title                          | Credits |
|----------|--------------------------------|---------|
| MIS 3050 | CRM and Data Analytics         | 3       |
| MIS 3060 | Bus Intelligence and Perf Mgmt | 3       |

Plus one (1) Business Analytics elective course choosing from:

| Course   | Title                         | Credits |
|----------|-------------------------------|---------|
| ECO 3137 | Intro to Econometrics         | 3       |
| MGT 3600 | Sports Analytics              | 3       |
| MGT 4170 | Advanced Analytics            | 3       |
| MIS 2030 | Database Management           | 3       |
| MKT 2240 | Marketing Analytics           | 3       |
|          | Other Approved BUSA Electives |         |

**Note:**

- Business Analytics minor courses may fulfill the free elective requirements.
- For students pursuing both BUSA and MSBA (Master of Science in Business Analytics) programs:
  - MSA 8105 (Programming in R & Python) may fulfill a BUSA elective.
  - In addition, one of the following may count toward a BUSA requirement:
    - MSA 8110 (Data Models & Struct Analysis) may fulfill MIS 2030.  
*Note: only one out of these two courses may satisfy a BUSA minor requirement.*
    - MSA 8240 (Business Intelligence) may fulfill MIS 3060.  
*Note: only one out of these two courses may satisfy a BUSA minor requirement.*
- The following courses **may not** fulfill the BUSA minor requirements:
  - CSC 4480 (Principles of Database Systems)
  - FIN 2360 (Applied Financial Statistics)