

MINOR IN BUSINESS ANALYTICS

College of Business and Public Management

Curriculum

Students must complete a minimum of six credits of advanced standing coursework in their minor.*

Code	Title	Credits
Required Courses ^{1,2}		15
MGT 200	Principles of Management	
ECO 351	Business Analytics II	
MKT 368	Customer Database Management	
FIN 336	Python for Business Analytics	
or ECO 361	Business Analytics Using R	
MGT 411	Communicating Business Insights and Ethics in Big Data	
Elective Courses ^{1,3}		3
Select one elective course from the following options:		
ACC 330	Accounting Data Analytics	
ECO 400	Research Methods- Business & Economics	
ECO 401	Introduction to Econometrics	
FIN 326	Intermediate Financial Management	
GEO 325	Intro Business GIS	
GEO 401	Internet Mapping	
GEO 427	Geodatabase System	
SCM 351	Supply Chain Management	
MIS 300	Introduction to Management Information Systems	
MIS 301	Introduction to Business's Software	
MKT 360	Marketing Research	
MKT 365	Marketing Analytics	
Total Minimum Credits Required		18

¹ A minimum cumulative GPA of 2.50 is required to enroll, and a minimum grade of C must be earned in all courses.

² ECO 111, ECO 112, ECO 251/MAT 121 and MKT 250 are the prerequisites for the required courses. All these prerequisites are included in the pre-business program curriculum.

³ All the prerequisites for the elective courses are either in the pre-business program curriculum or business core courses, except for ECO 400 (ECO 340 and ECO 348 required) and GEO 401 (GEO 225 required).

*Advanced standing coursework is defined as any 300-level course or above and specific 200-level courses identified by the department.