

# Business Analytics Minor

## Description

Campus

Twin Cities

### Program description

The business analytics minor is available to degree-seeking students admitted to the Carlson School of Management at the University of Minnesota. The minor provides an opportunity for students specializing in one of the functional areas in business to gain additional skills that will prepare them for data-driven and analytics-based decision making.

Students undertaking this minor will be exposed to courses in descriptive, predictive, and prescriptive analytics. Students will also be able to take electives that will apply analytic tools specialized to various functional areas like finance, marketing, and information systems.

Graduates will be prepared to interact with specialized data scientists and bring the insights from the large amounts of data being produced in the market place to their functional areas.

As business analytics emerges in the market across a variety of functional areas (information systems, marketing, finance, human capital, etc.), the demand for this skill set is envisioned to cut across all undergraduate business majors, making a minor in business analytics paired with a functional major ideal.

### Program last updated

Fall 2024

## Program details

Career

Undergraduate

### Program Type

Undergraduate minor

### This program is delivered in the following method(s)

In-person/classroom

### Primary delivery method

In-person/classroom

### Does this program require summer terms?

No

### Minimum required program credits

13

### Is a sub-plan required for this program?

No

### Is the language required a specific language?

No second language

## Admission details

Are students ever admitted to a pre-major status before admission to this major?

No

## Requirements

### Simple Requisites

#### Program Admission Requirements

This minor is only available to students who are pursuing a BSB degree from the Carlson School of Management.

#### Program Requirements

A minimum of 3 credits in the minor must be taken at the University of Minnesota Twin Cities campus.

#### Program Requirements

##### Type

Completion Requirements

##### Required Courses

##### Complete ALL of the following Courses:

- BA3551 - Business Analytics (3cr.)
- IDSC4210 - Interactive Data Visualization for Business Analytics (2cr.)
- IDSC4504 - Machine Learning and Responsible AI for Business Applications (4cr.)

Electives

**Earn at least 4 credits from the following:**

- ACCT5141 - Financial-Data Analytics (2cr.)
- FINA4422 - Financial Modeling (2cr.)
- FINA5422 - Financial Econometrics and Computational Methods I (2cr.)
- FINA5423 - Financial Econometrics and Computational Methods II (2cr.)
- HRIR3111 - Human Resource Analytics (2cr.)
- IDSC3101 - Introduction to Programming (2cr.)
- IDSC3103 - Data Modeling and Databases (2cr.)
- IDSC4310 - Prescriptive Analytics (2cr.)
- IDSC4521 - Business Analytics in Action (2cr.)
- IDSC4590 - Business Analytics Special Topics (2cr.) Topics Course
- MGMT4031 - Industry Analysis in a Global Context (2cr.)
- MILI3963 - Health Market Analytics (3cr.)
- MKTG4072 - Marketing-in-Action: Marketing Practicum (4cr.)
- MKTG4074 - Data-Driven Marketing (4cr.)
- MKTG4076 - Digital Marketing (2cr.)
- SCO3056 - Supply Chain Planning and Control (4cr.)
- SCO3059 - Quality Management and Lean Six Sigma (4cr.)

**Additional Comments:**

**Program Sub-Plan Requirements**

**No Requirement Level**