

Business Analytics B.S.B.

Description

Campus

Twin Cities

Program description

Business analytics is integrated into various functional areas of organizations such as finance, accounting, marketing, supply chain, human resources, and information systems and is driving transformative changes in these areas. With an increasing number of organizations adopting data-driven strategies, there is a growing need for professionals who possess a unique combination of business acumen and technical analytics skills. The business analytics major addresses this need by (a) introducing business students to the realm of data-driven problem-solving using analytics methods and models, (b) equipping students with the foundational data analytics skills necessary for a successful career in business analytics, and (c) providing students with opportunities to augment their analytics expertise through specialized elective courses in business analytics. The business analytics major is a pathway for students seeking to blend business domain knowledge with advanced business analytics skills.

Program last updated

Spring 2025

Program details

Career

Undergraduate

Program Type

Baccalaureate

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 credits to graduate with this degree

120

Minimum required program credits

78

Is a sub-plan required for this program?

No

Is the language required a specific language?

No second language

Degree

205 - Bachelor of Science in Business

Admission details

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

Yes, freshmen and transfer students

Preferred program admission GPA for students from other University of Minnesota campuses

3

Explanation for GPA preference higher than 2.0 for admission

Admission to the Carlson School is competitive and applications far outweigh the number of students we can effectively serve with our faculty and resources. Recent transfer GPA averages have been above a 3.50.

Requirements

Simple Requisites

Program Admission Requirements

Degree-seeking students admitted to the Carlson School declare a major while they are enrolled in the Impact Core. In order to enroll in the Impact Core, students must complete the following courses: Business Economics or Microeconomics; Financial Accounting; Business Statistics in R; and Business Scenarios in Excel

Transfer students must complete Business Economics or Microeconomics and Financial Accounting prior to admission to the Carlson School.

University of Minnesota internal transfer students must also complete Business Statistics in R and Modeling Business Scenarios in Excel prior to admission.

Required Prerequisites

Type

Completion Requirement

Required Prerequisites

Complete exactly 4 course(s) and earn 14 or more credit(s) from the following:

- ACCT2051 - Introduction to Financial Reporting (4cr.) Online may be available
OR ACCT2051H - Honors: Introduction to Financial Reporting (4cr.) Honors
- BA2051 - Modeling Business Scenarios in Excel (2cr.)
- BA2551 - Business Statistics in R (4cr.) Mathematical Thinking
- ECON1165 - Business Economics (4cr.) Social Sciences
OR ECON1101 - Principles of Microeconomics (4cr.) Global Perspectives, Social Sciences
OR APEC1101 - Principles of Microeconomics (4cr.) Global Perspectives, Social Sciences

Additional Comments:

Program Requirements

All degree-seeking students must complete the University's [Liberal Education requirements](#).

At least 50% (28 cr) of the upper-division credits in the major must be taken at the University of Minnesota Twin Cities Campus.

View a sample plan for this major [here](#).

Required Courses

Type

Completion Requirement

Required Courses

Complete exactly 9 course(s) and earn 20 - 24 credit(s) from the following:

- BA1011 - Leading Self & Teams (2cr.)
- BA1021 - Design Your Life (1cr.)
- BA2005 - Business Ethics, Corporate Responsibility & Sustainability (3cr.) Civic Life and Ethics
OR BA2005H - Business Ethics, Corporate Responsibility and Sustainability (3cr.) Civic Life and Ethics, Honors
- BA2021 - Design Your Career (1cr.)
OR IBUS2021 - Design Your Career in a Global Context (2cr.)
- BA2062 - Impact Lab Problem Solving (2cr.)
- BA3033W - Business Communication (3cr.) Writing Intensive, Online may be available
OR IBUS3033W - Business Communication in a Global Context (4cr.) Writing Intensive
- BA3051 - Data-Driven Business Decisions (3cr.)
- BA3062 - Impact Lab in Action (2cr.)
OR IBUS3062 - Global Impact Lab in Action - Solving Wicked Cross-Cultural Problems (4cr.)
- BA3551 - Business Analytics (3cr.)

Additional Comments:

Impact Core

Type

Completion Requirement

Gold Impact Core

Complete exactly 4 course(s) and earn 12 or more credit(s) from the following:

- FINA3001 - Finance Fundamentals (3cr.)
OR FINA3001H - Honors: Finance Fundamentals (3cr.) Honors
- HRIR3021 - Human Capital Management (3cr.) Online may be available
OR HRIR3021H - Honors: Human Capital Management (3cr.) Honors
- MGMT3004 - Strategic Management (3cr.)
- SCO3001 - Sustainable Supply Chain and Operations (3cr.)

Maroon I-Core

Complete exactly 4 course(s) and earn 12 or more credit(s) from the following:

- ACCT3001 - Strategic Management Accounting (3cr.) Online may be available
- BA3001 - Race, Power, and Justice in Business (3cr.) Race, Power, and Justice US
- IDSC3001 - Information Systems & Digital Transformation (3cr.) Technology and Society, Online may be available
OR IDSC3001H - Honors: Information Systems for Business Processes and Management (3cr.) Honors
- MKTG3001 - Principles of Marketing (3cr.) Online may be available
OR MKTG3001H - Honors: Principles of Marketing (3cr.) Honors

Additional Comments:

Students complete the Impact Core (I-Core) as a cohort. The Maroon and Gold I-Core can be taken in either order. Students must have the following courses completed before taking either I-Core: Business Economics or Microeconomics, Financial Accounting, Business Statistics in R, and Modeling Business Scenarios in Excel. In addition, it is strongly recommended that students complete the following prior to enrolling in I-Core: Leading Self & Teams, Design Your Life, and Powerful Problem Solving. While enrolled in I-Core, students will declare their major.

Major Core Courses**Type**

Completion Requirement

Major Core Courses

Complete exactly 6 course(s) and earn 14 or more credit(s) from the following:

- IDSC3101 - Introduction to Programming (2cr.)
- IDSC3103 - Data Modeling and Databases (2cr.)
- IDSC4161 - Python for Business Applications (2cr.)
- IDSC4210 - Interactive Data Visualization for Business Analytics (2cr.)
- IDSC4504 - Machine Learning and Responsible AI for Business Applications (4cr.)
- IDSC4521 - Business Analytics in Action (2cr.)

Additional Comments:**Major Electives****Type**

Completion Requirement

Major Electives

Earn at least 6 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.)
- IDSC4310 - Prescriptive Analytics (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:**Upper Division Writing Intensive within the major****Type**

Completion Requirement

Upper Division Writing Intensive within the major

Students are required to take one upper division writing intensive course within the major. If that requirement has not been satisfied within the core major requirements, students must choose one course from the following list. Some of these courses may also fulfill other major requirements.

Complete up to 1 course(s) and earn credit(s) from the following:

- BA3033W - Business Communication (3cr.) Writing Intensive, Online may be available
- IBUS3033W - Business Communication in a Global Context (4cr.) Writing Intensive

Additional Comments:**International Experience**

Type

Completion Requirement

Additional Comments:

International Experience

Students must complete an international experience as part of the program requirements. Short-term or semester-length programs may be used to meet this requirement. Students participate in the International Experience (IE) 101 workshop early in their program to begin planning.

Program Sub-Plan Requirements**No Requirement Level****Contact information**

<https://carlsonschool.umn.edu/departments/information-decision-sciences>

612-624-8030

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