

# 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
<b>Business Analytics Core</b>		
BUSI 111	Business Statistics <sup>1</sup>	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 <sup>F</sup>	
ECON 200	Survey of Economics <sup>2</sup>	
ECON 350	Intermediate Macroeconomics <sup>F</sup>	
ECON 351	Intermediate Microeconomics <sup>S</sup>	
FIN 300	Business Finance for Managers	
FIN 352	Financial Markets and Institutions <sup>F</sup>	
FIN 330	Financial Analysis <sup>S</sup>	
FIN 432	Investment Analysis <sup>S</sup>	
MKTG 260	Principles of Marketing <sup>3</sup>	
MKTG 262	Consumer Behavior: An Applied Approach	
MKTG 363	Marketing Research <sup>F</sup>	
<b>Total Units</b>		<b>21</b>

<sup>1</sup> Meets the APU Core: Quantitative Reasoning general education requirement.

<sup>2</sup> Meets the APU Core: Social Science general education requirement.

<sup>3</sup> Meets the APU Core: Intercultural Competence general education 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

## Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Describe business issues which require business analytics' skills and methods.
2. Transform large quantities of real-life data from a wide range of domains to resolve issues.
3. Apply appropriate analytical methods (descriptive, diagnostic, predictive, and prescriptive analytics) to find solutions to business problems.
4. Explain the results of analytical activities clearly and concisely using oral, written, or electronic media.
5. Describe the ethical and legal issues involved with collecting, storing, and using big data from a Christian perspective.