



Twin Cities Campus

Business Analytics Minor

Information & Decision Sciences

Curtis L. Carlson School of Management

- Program Type: Undergraduate free-standing minor
- Requirements for this program are current for Fall 2020
- Required credits in this minor: 18 to 19
- No

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 Delivery

This program is available:

- via classroom (the majority of instruction is face-to-face)

Admission Requirements

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

For information about University of Minnesota admission requirements, visit the [Office of Admissions website](#).

Required prerequisites

Prerequisites

IDSC 3001 - Introduction to Information Technology in Business (3.0 cr)

Business Statistics: Data Sources, Presentation, and Analysis

SCO 2550 - Business Statistics: Data Sources, Presentation, and Analysis (4.0 cr)

or **STAT 3011** - Introduction to Statistical Analysis [MATH] (4.0 cr)

or **STAT 3021** - Introduction to Probability and Statistics (3.0 cr)

or **STAT 3022** - Data Analysis (4.0 cr)

or **PSY 3801** - Introduction to Psychological Measurement and Data Analysis [MATH] (4.0 cr)

or **SOC 3811** - Social Statistics [MATH] (4.0 cr)

or **IE 3521** - Statistics, Quality, and Reliability (4.0 cr)

or **EE 3025** - Statistical Methods in Electrical and Computer Engineering (3.0 cr)

or **CEGE 3102** - Uncertainty and Decision Analysis (3.0 cr)

or **ANSC 3011** - Statistics for Animal Science (4.0 cr)

or **STAT 4101** - Theory of Statistics I (4.0 cr)

STAT 4102 - Theory of Statistics II (4.0 cr)

or **STAT 5101** - Theory of Statistics I (4.0 cr)

STAT 5102 - Theory of Statistics II (4.0 cr)

or **MATH 5651** - Basic Theory of Probability and Statistics (4.0 cr)

MATH 5652 - Introduction to Stochastic Processes (4.0 cr)

Minor Requirements

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

Minor Requirements



MKTG 3005 - Introduction to Applying Analytical Tools for Solving Business Problems (2.0 cr)

IDSC 4110 - Data Engineering for Business Analytics (2.0 cr)

IDSC 4444 - Descriptive and Predictive Analytics (2.0 cr)

Take 6 or more credit(s) from the following:

- **ACCT 5141** - Financial-Data Analytics (2.0 cr)
- **FINA 5422** - Financial Econometrics and Computational Methods I (2.0 cr)
- **FINA 5423** - Financial Econometrics and Computational Methods II (2.0 cr)
- **HRIR 3111** - Human Resource Analytics (2.0 cr)
- **IDSC 3103** - Data Modeling and Databases (2.0 cr)
- **IDSC 4210** - Interactive Data Visualization for Business Analytics (2.0 cr)
- **IDSC 4310** - Prescriptive Analytics (2.0 cr)
- **MILI 3963** - Health Market Analytics (3.0 cr)
- **MKTG 4072** - Marketing-in-Action: Marketing Practicum (4.0 cr)
- **MKTG 4074** - Data-Driven Marketing (4.0 cr)
- **MKTG 4076** - Digital Marketing (2.0 cr)