

Business Analytics, Minor

Chairperson: Mark Barratt, Ph.D.

Department of Management website (<http://business.marquette.edu/departments/management/>)

This minor is not available to students in the College of Business Administration.

The minor in Business Analytics is designed to equip students with the fundamental skills necessary to analyze and interpret data to support business decision making. It provides students with knowledge and experience in predictive and prescriptive analytics, data management, and advanced analytical techniques. The minor is open to students from all colleges outside of the College of Business Administration providing an interdisciplinary approach to data-driven problem solving.

Required Courses

Code	Title	Hours
ECON 1001 or ECON 1103 Statistics ¹	Introduction to Economics Principles of Microeconomics	3
BUAD 2001	Introduction to Applied Artificial Intelligence	3
BUAN 3065	Leveraging AI with Predictive Analytics	3
BUAN 3066	Harnessing the Decision-Making Power of AI with Prescriptive Analytics	3
INSY 4052	Database Management Systems	3
Choose one of the following electives:		
BUAN 4060	Business Analytics: Unstructured Data Analysis	
BUAN 4061	Advanced Business Analytics	

Total Credit Hours: 15

¹ BIEN 2100 (<https://bulletin.marquette.edu/search/?P=BIEN%202100>) Statistics for Biomedical Engineering, BUAD 1560 (<https://bulletin.marquette.edu/search/?P=BUAD%201560>) Applied Statistics, COMM 1700 (<https://bulletin.marquette.edu/search/?P=COMM%201700>) Communication Statistics and Analysis, MATH 1700 (<https://bulletin.marquette.edu/search/?P=MATH%201700>) Modern Elementary Statistics, MATH 4710 (<https://bulletin.marquette.edu/search/?P=MATH%204710>) Mathematical Statistics, MATH 4720 (<https://bulletin.marquette.edu/search/?P=MATH%204720>) Statistical Methods, MATH 4740 (<https://bulletin.marquette.edu/search/?P=MATH%204740>) Biostatistical Methods and Models, MEEN 3426 (<https://bulletin.marquette.edu/search/?P=MEEN%203426>) Engineering Statistics, SOCI 2060 (<https://bulletin.marquette.edu/search/?P=SOCI%202060>) Social Statistics or SOCI 2060H (<https://bulletin.marquette.edu/search/?P=SOCI%202060H>) Honors Social Statistics may be used to satisfy the statistics requirement.

Notes:

- A grade of C or better must be earned in each course.
- Only one transfer course can apply toward the BUAN minor. The assistant dean in the College of Business Administration must approve any transfer of credits.

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