

BUSINESS ANALYTICS MINOR

for the undergraduate minor in Business Analytics

The Business Analytics Minor is designed to provide business undergraduate students with a basic understanding of key business analytics concepts, skills, and tools. This Minor will be useful for students pursuing various business majors, who are seeking to add analytics and data-driven expertise that will be useful in their careers.

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The Business Analytics Minor requires students to complete six courses for 18 credit hours. Five courses (15 credit hours) are required and one elective course will be chosen from a list of options for the sixth course (3 hours) for a total of 18 credit hours.

Code	Title	Hours
Required Courses		
BADM 352	Database Design and Management	3
BADM 356	Data Science and Analytics	3
BADM 358	Big Data Platforms	3
BADM 373	Quantitative Foundations for Business Analytics	3
BADM 374	Management Decision Models	3
Total Required Hours		15

Code	Title	Hours
Elective Courses		
Select any one (1) course		
BADM 336	Supply Chain Modeling & Analytics	3
BADM 351	Social Media Strategy	3
BADM 361	Marketing Analytics	3
BADM 362	Introduction to Consumer Analytics	3
BADM 379	Business Process Improvement	3
BADM 453	Business Intelligence	3
ACCY 302	Decision Making for Atg	3
FIN 464	Applied Financial Analysis	3
Total Elective Hours		3

Code	Title	Hours
Minimum Total Hours		18

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The Business Analytics program will help students in:

1. Understanding of the business core, including statistics and data management, creating ability to align different functional contexts with business analytics
2. Gaining proficiency in technical aspects of business analytics, including programing and communicating with data.

3. Developing analytical and critical thinking, ability to synthesize data and information related to business processes and problems.
4. Navigating the complexities of non-conscious biases in data collection and analysis, and ethics of using sources and techniques, such as data privacy and artificial intelligence.
5. Applying business analytics concepts focused one or more business functions, such as marketing, finance, supply chain, accounting, etc.

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Gies College of Business (<https://giesbusiness.illinois.edu/>)

Undergraduate Programs (<https://giesbusiness.illinois.edu/programs/undergraduate/>)

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