

2023-2024 CATALOG YEAR

BUSINESS ANALYTICS

MINOR

Acquire the tools and training to help organizations leverage technology to solve business problems, innovate, create new products, and achieve strategic objectives

Please visit [Eccles.link/Minors](https://eccles.link/Minors) for admission criteria and additional information.

To schedule an appointment with an academic advisor, please stop by SFEBB 1120, call 801.581.7853, or visit [Eccles.link/UAS-Appts](https://eccles.link/UAS-Appts).

Students can find full course descriptions and requisite details in the general catalog at catalog.utah.edu and on the class schedule.

CORE: 15 CREDITS

		CLASS	PREREQUISITES
	3	IS 4420 – Database Fundamentals	C- or better in (IS 4410 OR IS 4411) AND Full Major or Minor status in Information Systems or Minor status in Business Analytics OR Full Major status in Operations Management OR Full Major status in QAMO.
	3	IS 4482 – Data Mining for Business Applications	C- or better in IS 4420 AND Full Major or Minor status in Information Systems or Minor status in Business Analytics OR Full Major status in QAMO.
	3	IS 4487 – Introduction to Business Analytics	C- or better in IS 4485
	3	OSC 3440 – Applications of Business Statistics	"C-" or better in (OSC 2340 OR BCOR 2030) OR AP Statistics score of 3 or better

Complete 3 credits from the following courses:

		CLASS	PREREQUISITES
	3	FINAN 5530 – Python for Quantitative Finance	'B' or better in (BCOR 3020 OR FINAN 3040 OR FINAN 3041 OR FINAN 5050) AND 3.5+ UofU GPA AND (Minor status in Business Analytics)
	3	IS 4485 – Programming with Python	C- or better in IS 4410 or IS 4411 AND Full Major or Minor status in Information Systems or Minor status in Business Analytics OR Full Major status in QAMO.

ELECTIVES: 3 CREDITS

		CLASS	PREREQUISITES
	3	MKTG 4310 – Digital Marketing and Analytics	'C-' or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011) AND Minor status in Business Analytics
	3	MKTG 4600 – Marketing Analytics	'C-' or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011) AND Minor status in Business Analytics for Business Minor status in Business Analytics
	3	MKTG 4770 – Consumer Insights and Analytics	'C-' or better in (BCOR 3040 OR MKTG 3000 OR MKTG 3010 OR MKTG 3011) AND Minor status in Business Analytics
	3	OSC 5500 – Visual Analytics	Minor status in Business Analytics
	3	OSC 5610 – Practical Management Science	Prerequisites: ('C-' or better in BCOR 3050 AND Intermediate status) OR Full Major status in the School of Business OR Full Major status in QAMO. Co-requisites: 'C-' or better in OSC 5100 OR OSC 5101
	3	Special Topic or other courses approved by the OIS department.	Minor status in Business Analytics AND Department Consent