# BUSINESS ANALYTICS MINOR

Department of Decision Sciences - College of Business & Economics

## PLAN OF STUDY

### Required Courses (12 Credits)

<table>
<thead>
<tr>
<th>COURSE</th>
<th>PREREQUISITES</th>
<th>CR.</th>
<th>COMPLETED</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSCI 407 - Predictive Analytics for Business</td>
<td>□ DSCI 305 or ECON 375</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>MIS 422 - Bus Intelligence Analytics</td>
<td>□ MIS 320 or ACCT 321</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>OPS 462 - Management Science w/ Spreadsheets</td>
<td>□ OPS 360; □ MIS 320 or ACCT 321</td>
<td>4</td>
<td></td>
</tr>
</tbody>
</table>

### Electives (8 Credits)

| Elected #1:                                      |                                             | 4   |           |
| Elected #2:                                      |                                             | 4   |           |

Choose Two Electives From:

- ACCT 421 - Accounting Information Systems II   □ ACCT Majors only; □ ACCT 321
- ECON 475 - Econometrics                        □ ECON 306 or ECON 307; □ ECON 375 or MATH 342 or MATH 442
- FIN 450 - Financial Analytics                  □ FIN Concentration only; □ FIN 341; □ FIN 440
- MIS 431 - Advanced Business Database Systems   □ MIS 321; □ MIS 421
- MIS 433 - Programming Skills for Business Analytics □ MIS 320 or ACCT 321
- MIS 434 - Applied Text Analytics for Bus       □ DSCI 305 or ECON 375
- MIS 435 - Data Visualization for Decision Making □ MIS 320 or ACCT 321
- MKTG 381 - Fundamentals of Market Research    □ MKTG Concentration only; □ MKTG 380; □ Co-requisite MKTG 382
- MKTG 476: Digital Marketing                   □ MKTG Concentration only; □ MKTG 380; □ MKTG 382
- MKTG 481: Advanced Marketing Research and Analysis □ MKTG Concentration only; □ MKTG 381; □ MKTG 382; □ DSCI 305 or concurrent
- OPS 467: Logistics Modeling and Analysis      □ MSCM Majors and OPS Concentration only; □ OPS 360

## Additional Course Planning Resources

- WWU Catalog | Business Admin - Management Info Systems Conc.
- Degree Works | Available on myWestern or in Web4U
- Browse Classes

Email a copy of your advisor approved plan of study to the Decision Sciences Department Manager at OfficeDSCI@wwu.edu

The coursework for the minor is rigorous and is based on a foundation of quantitative and statistical methods. It is strongly recommended that students who undertake the Business Analytics minor program have demonstrated proficiency with math and statistics (e.g., as evidenced by strong performance in DSCI 205 - Business Statistics and DSCI 305 - Applied Business Statistics).