BUSINESS ANALYTICS

Based on 2022-23 Undergraduate Catalog

BUSINESS ANALYTICS AS A MINOR

From automotive and financial services to marketing, human resources and education, career opportunities abound for those who understand how to harness the power of data. Students minoring in business analytics will use statistics, mathematical modeling, databases, spreadsheets and computing technology to generate business insights and support managerial decision making throughout an organization. Oakland's business analytics minor can complement any major.

BENEFITS

- Gain a competitive edge in the job market as employers seek professionals with experience managing and analyzing data.
- Acquire skills to process and analyze data, and present findings to aid managerial decision making.
- Enhances any major, business or non-business.

REQUIREMENTS FOR A MINOR IN BUSINESS ANALYTICS

A minimum grade of C must be earned in each course and in prerequisites for each course. The minor is open to all students except management information systems (MIS) majors with a business analytics specialization.

The minor consists of four courses, including two of the required courses and two of the electives listed below:

- MIS 4460 Business Analytics (3 credits) or MIS 5460 Business Analytics and Modeling (3 credits)
- MIS 4560 Introduction to Data Science (3 credits) or MIS 5560 Decision Support Systems

  OR

- MIS 4470 Practical Computing for Data Analytics (3 credits) or MIS 5470 Practical Computing for Data Analytics (3 credits)**

** Students are recommended to take both MIS 4560 and MIS 4470. If students take both of these courses, one of them will be counted towards the elective.

Electives:

- ACS 4660 Financial Economics (3 credits)
- APM 4334 Applied Numerical Methods: Matrix Methods (4 credits)
- ECN 4050 Econometrics (3 credits)
- ECN 4060 Time Series Econometrics (3 credits)
- FIN 4250 Financial Derivatives (3 credits)
- MIS/POM 4410 Operations Analytics (3 credits)
- MIS 4500 Web Analytics (3 credits)

- MIS 4560 Introduction to Data Science (3 credits) or MIS 5560 Decision Support Systems

  OR

- MIS 4470 Practical Computing for Data Analytics (3 credits) or MIS 5470 Practical Computing for Data Analytics (3 credits)
- MTH 2775 Linear Algebra (4 credits)
- QMM 4400 Management Science (3 credits)
- QMM 4520 Forecasting (3 credits)
- STA 4002 Applied Linear Models (4 credits)
- STA 4330 Time Series I (4 credits)
- MIS 4900 Special Topics in MIS (3 credits) (approval needed from minor coordinator)
- POM 4900 Special Topics in Operations Management (3 credits) (approval needed from minor coordinator)

Prerequisites for non-business majors:

- MTH 1222 Calculus for the Social Sciences or MTH 1554 Calculus I
- QMM 2410 Statistical Methods for Business II or STA 2221 Intro to Statistical Methods or STA 2226 Applied Probability and Statistics or EGR 2600 Intro to Industrial and Systems Engineering

SKILLS AND ABILITIES

Learn to leverage statistical and mathematical modeling, databases and technology to:

- Gain insights and support managerial decision making.
- Improve customer service and enhance operational performance.
- Identify new business markets and drive revenue growth.

CAREER OPPORTUNITIES

A minor in business analytics can further define the knowledge needed for professionals working to advance in a competitive marketplace. Typical career titles for students with a business analytics minor include:

- Management Analyst
- Market Research Analyst
- Marketing Analyst
- Financial Analyst
- Statistical Analyst
- Business Systems Analyst
- Data Analyst
- Clinical Data Analyst

Industries that commonly employ graduates with business analytics minors:

- Health Care
- Automotive
- Financial Services
- Marketing
- Human Resources
- Education

For more information on careers, please visit the Bureau of Labor and Statistics at **bls.gov/ooh/** or O*Net at **onetonline.org**.

JOB OPENINGS

Access thousands of job and internship postings at Handshake (**oakland.edu/careerservices/handshake**). Handshake also provides the latest news from OU Career Services, exclusively for OU students and alumni.

RELATED STUDENT ORGANIZATIONS

- Association for Information Systems
- Society of Operations Management

Students are welcome to join any of the student organizations in the School of Business Administration to help network with other students, faculty and employers. For more information, visit **oakland.edu/business/orgs**.

CAREER OUTLOOK*

Wage Range | $35,380 - $144,330
Median Annual Wage | $65,810 - $86,200
National Growth | 6 - 25% from 2020 to 2030
Data from the National Bureau of Labor and Statistics

FOR FURTHER INFORMATION

To help choose your area of interest, plan your future career goals and monitor your progress, visit the Undergraduate Advising and Career Services Offices in OU's School of Business Administration.

**School of Business Administration
Undergraduate Advising**
Elliott Hall, Room 232
275 Varner Drive
(248) 370-3285
oakland.edu/business/advising

**School of Business Administration
Career Services**
Elliott Hall, Room 232
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Career Services Main Office
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DEPARTMENT OF
DECISION AND INFORMATION SCIENCES

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