

BUSINESS INTELLIGENCE & ANALYTICS MINOR

The Business Intelligence and Analytics (BIA) minor is designed to enhance the skill set of both business and arts & sciences majors so that they are fundamentally better equipped to succeed in a data-intensive world. Organizations typically gather information in order to assess their operating environment to conduct marketing research or customer relationship management, and to perform competitor analysis. Organizations accumulate business intelligence in order to gain sustainable competitive advantage and regard such intelligence as a valuable core competence.

The area of Business Intelligence and Analytics is critical to helping students understand data. You'll learn to use the information to guide organizations in making strategic business decisions. Advances in technology have helped organizations collect a vast amount of data ranging from customer preferences to trends in sales.

The Department of Decision and System Sciences is dedicated to equipping students with the relevant skills to succeed in a technology-driven, data-intensive world. The BIA Programs focus on technology-related activities that:

- enhance technology use,
- data transformation, and
- analytics-based decision making.

Graduates go on to work in any discipline where strong technology, analytics and business intelligence skills are needed. We strive to create ethical, socially aware, technology-savvy leaders and problem solvers who contribute to a wide array of professions and professional environments. We provide industry-focused programs that prepare students to transform data into actionable knowledge to drive decision-making. Students are discerning in their use of information and are critical thinkers and effective communicators of meaningful analysis.

Learning Goals and Outcomes

Outcome 1: Students will be able to prepare data of any size for data mining analytics.

Outcome 2: Students will demonstrate the use of data mining models that can identify hidden patterns and rules.

Outcome 3: Students will be able to identify and minimize biases in data collection, and correctly interpret BI&A results.

Outcome 4: Students will be able to communicate clearly and effectively in composing and delivering oral presentations to the target audience.

Outcome 5: Students will be able to weigh the ethics and the impact on society when confronted with a business decision making situation.

Requirements

Code	Title	Hours
Required Courses		
DSS 210	Business Statistics	3
DSS 220	Business Analytics	3
DSS 315	BIA Concepts & Practices	3
DSS 330	Database Management	3

DSS 420	Introduction to Data Mining	3
Select one of the following:		3
DSS 325	Open Source Program Lang	
DSS 415	Data Wrangling & Visualization	
or DSS 416	Data Wrangling: Ethics Int.	
DSS 425	Analytics Cup	
DSS 440	Six Sigma Apps & Foundations	
DSS 445	Statistical Programming Lang	
DSS 435	Advanced Business Analytics	
DSS 451	Machine Learning for Bus I	
DSS 455	Machine Learning for Bus II	
DSS 465	Supply Chain Analytics	
DSS 470	DSS Special Topics I	
DSS 471	DSS Special Topics II	
Total Hours		18