Business Analytics Minor

The Business Analytics Minor offered by the Business Analytics, Information Systems and Supply Chain department in the College of Business fits a market need for graduates who are well rounded and particularly strong in their capability to understand the flow of business and bridge the gap between analysis and strategic decision-making. This Business Analytics Minor is designed to produce analytically savvy graduates who will be adept at working in interdisciplinary teams in any organization to solve complex business problems.

The Business Analytics Minor will provide students with skills in the fields of data mining, business intelligence and analysis. Students will move beyond reviewing statistics to understanding the implications for business and developing actionable intelligence, building on the diverse skills and knowledge gained in their major business curriculum.

Program of Study
The Business Analytics Minor will consist of 12 credit hours. Students interested in pursuing the minor should register their intent to do so with the College of Business Undergraduate Advising office prior to starting the minor. Students are encouraged to begin their minor coursework at least three semesters before graduation.

The Business Analytics minor is open to both College of Business and non-College of Business students. Students are required to complete four 3-hour electives as described below. Only coursework with a grade of "C-"or above will count toward the minor. All courses must be completed at FSU.

✓ = Courses that will satisfy the minor requirement.

		MIS major	COB major (non-MIS)	Other major (non-COB)
IDC 3931	Special Topics – Supply Chain Analytics	✓	✓	✓
ISM 3540	Big Data	✓	✓	✓
ISM 3541	Introduction to Business Analytics			✓
ISM 4117	Business Intelligence	✓	✓	✓
ISM 4212	Information for Operating Control and Data Management		✓	✓
ISM 4545	Data Analytics and Mining for Business	✓	✓	✓
ISM 4930 / ISM 4552	Special Topics in MIS / Social Media Analytics	✓	✓	✓
MAR4524	Consumer Demand Analytics with Big Data	✓	✓	✓
QMB 4700	Operations Research for Managerial Decisions	✓	✓	✓

Course #	Course Title	Course Description
IDC 3931	Special Topics – Supply Chain Analytics	This course will examine the role that Business Analytics can play in the context of modern supply chains. We will take a broad, systems-based view of supply chains and look for appropriate leverage points for the application of Analytics tools. In many industries today (think automobiles, computer systems, phones, restaurant chains, retail and many others), success requires an efficient and effective supply chain. In fact it is said that, in these industries, the competition is among supply chains, not individual companies.
ISM 3540	Big Data	This course utilizes a variety of analytics tools and techniques to examine large datasets as an intelligence-providing activity for the purpose of management decision-making.
ISM 3541	Introduction to Business Analytics	This is an introductory course intended to familiarize students with basic business analytics concepts and applications. It will cover the principles of data analytic thinking and provide a solid foundation for data driven decision making in various business and organizational settings. The course will place special emphasis on working through applications and examples of analytics in the real world. It will also present an accessible overview on some of the fundamental techniques (e.g., X, Y) in business analytics.
ISM 4117	Business Intelligence	This course introduces business intelligence as computerized support for managerial decision-making. It concentrates on the theoretical and conceptual foundations of business intelligence as well as on commercial tools and techniques available for effective decision-support.
ISM 4212	Information for Operating Control and Data Management	This course covers the theory, techniques, and applications of information management and control including organizations as information-processing systems and executive support systems.
ISM 4545	Data Analytics and Mining for Business	This course covers the most important data analytics and mining techniques to help corporations acquire knowledge from large data sets. Specifically, it introduces methods such as clustering, classification, association rule mining, etc. through a hands-on approach using specialized software.
ISM 4930 / ISM 4552	Special Topics in MIS / Social Media Analytics	This course is an introduction to the field of social media data analytics with a study of current social media theory concepts, data analytics tools, customer engagement analytics, platforms, and other technologies associated with the analysis of social network data. This course focuses on the application of analytics in business contexts. Students will also understand how to translate these insights into actionable advice for business executives.
MAR4524	Consumer Demand Analytics with Big Data	This course explores how firms can learn consumer demand from various data sources. It starts with laying a micro-economic foundation for demand analysis. Then, it discusses the various econometric approaches that modern firms use to uncover price elasticity. Last, it extends to several cutting-edge methods deployed to unconventional data types learning demand.
QMB 4700	Operations Research for Managerial Decisions	Recent years have seen an explosion in the amount of data available to businesses. To achieve competitive advantages, companies need to find ways to make sense of this extraordinary amount of data and then use those insights to make better decisions. The field of business analytics has grown to address these needs. Analytics is envisioned as having three perspectives: descriptive, predictive and prescriptive. This course will focus on the prescriptive perspective. We will study many of the mathematical tools available to the decision maker to use the information derived from descriptive and predictive analytics.

Any questions about minor requirements should be directed to the College of Business Advising Staff (ugprog@business.fsu.edu).