



Minor in Business Analytics

Enhance your undergraduate degree by adding a minor in Business Analytics.



Business Analytics minor...

- Prepares students for desirable and lucrative jobs in one of the fastest-growing areas in today's global economy.
- Introduces core concepts in descriptive, predictive, and prescriptive analytics.
- Provides essential analytical and computational skills required to gain a competitive advantage in the job market.

71% of global enterprises predict their investments in analytics will accelerate
- Harvard Business School Online, 2019

Top 10, Most In-Demand Skills, "Skills Companies Need Most in 2020" - LinkedIn

Contact the Student Success Center
Phone: (775) 784-4912



The College of Business
AT THE UNIVERSITY OF NEVADA, RENO



CATALOG YEAR: 2020-2021

TOTAL LISTED: 18 CREDITS

To declare this minor, submit a Minor Declaration Form to the Student Success Center, AB 409

Course	Course Title	Credits	Completed
ECON 262 or STAT 152	Principles of Statistics II (or equivalent)	3	_____
IS 201	Computer Applications	3	_____
SCM 352	Operations Management	3	_____
MKT 480	Pricing, Revenue and Predictive Analytics	3	_____
Electives		6	
	ECON 441 Econometrics		_____
	IS 445 Project Management: Principles and Practice		_____
	IS 475 Database Design and Implementation		
	IS 482 Applied Data Science		
	MKT 316 Strategic Marketing		
	MKT 422 Integrated Marketing Communications		
	MKT 471 Marketing Analytics		
	MKT 476 Data Visualization & Business Analytics		
	MKT 492 Digital Marketing		
	MATH 487 Deterministic Operations Research		
	MINE 361 Operations Research Methods & Applied Statistics		

- The Analytics minor is open to all students at the university. This allows any student to complement their major with valuable analytical skills.
- Electives can be chosen to complement their major and deepen their knowledge of analytical skills related to their interests.
- Six (6) of the required upper-division credits must be completed at UNR.
- Nine (9) or more credits used for any minor at UNR must be upper-division coursework.
- Business students must have a declared major in order to declare a business minor.

Minor Advisors

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Visit <http://catalog.unr.edu> for detailed minor requirements and Course Descriptions.

Contact the Student Success Center at (775) 784-4912 for more information

IT IS YOUR RESPONSIBILITY TO CHECK YOUR ACADEMIC ADVISING REPORT ON MyNEVADA FOR ACCURACY!