

BUSINESS ANALYTICS MINOR

Banner Code: ABUS

Academic Advising

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Administration

- Jeremy Plotnick, Director of Minor Programs

The amount of data flowing from, to, and through enterprises of all sorts is enormous, and growing rapidly—more rapidly than the capabilities of organizations to use it. Successful enterprises are those that make effective use of the abundance of data to which they have access: to make better predictions, better decisions, and form better strategies. Business analytics—which encompasses a variety of techniques to extract useful information from different sources of data—is being embraced at an increasing rate by organizations that need to gain actionable and forward-looking insight from their data. The minor in business analytics will provide students with the cutting-edge knowledge and skills they need to use and gather data to identify, understand, and deliver insights that internal and external clients find vital to organizational success.

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|----------------------|---|
| MIS 430 | Data Warehousing |
| MIS 432 | Advanced Data Mining |
| MIS 433 | Programming for Analytics |
| MKTG 351 | Marketing Research |
| MKTG 352 | Marketing Analytics for New Product Development |
| OSCM 352 | Management Science |
| OSCM 452 | Business Forecasting |
| STAT 362 | Introduction to Computer Statistical Packages |
| STAT 456 | Applied Regression Analysis |
| Total Credits | 12 |

Admissions & Policies

Policies

At least eight credits must be unique to the minor and not applied toward any other major, minor, or concentration. Students must achieve a grade of C or better in each course that is applied toward the minor.

For policies governing all minors, see AP5.3.4 Minors (<http://catalog.gmu.edu/policies/academic/undergraduate-policies/#ap-5-3-4>). The School of Business residency requirement for this minor supersedes the university requirement: at least nine credits must be earned at Mason.

Requirements

Minor Requirements

Total credits: 15

Required Course

| Code | Title | Credits |
|----------------------|---------------------------------------|----------|
| MIS 431 | Data Mining for Business Applications | 3 |
| Total Credits | | 3 |

Electives

| Code | Title | Credits |
|---|---------------------------------|---------|
| Select four courses from the following: | | 12 |
| ACCT 361 | Accounting Analytics | |
| ACCT 465 | Advanced Accounting Analytics | |
| FNAN 430 | Empirical Methods in Finance | |
| FNAN 436 | Probability Methods for Finance | |
| MIS 310 | Database Management Systems | |