

# Business Analytics Minor

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- Open to high-performing business or School of Sport, Tourism and Hospitality Management students with a minimum GPA of 3.0. Ideal for Marketing and MIS students seeking more experience with Data Analytics.
- Understand how to unlock the value buried in corporate data and create new business opportunities using cutting-edge tools and techniques in predictive modeling, forecasting, association mining, cluster analysis, decision trees, unstructured "big" data, sentiment analysis, and experimental design.

• **Three prerequisite courses are required for this minor:**

Code	Title	Credit Hours
MIS 2101	Information Systems in Organizations <sup>1</sup>	3
MKTG 2101	Marketing Management <sup>1</sup>	3
STAT 2103	Statistical Business Analytics <sup>1</sup>	4

<sup>1</sup> Minimum grades of C are required in prerequisite courses and are not calculated in the minor GPA.

• **Five courses are required** (three must be taken at Temple University). Recommended sequence is listed below:

Code	Title	Credit Hours
MIS 2502	Data Analytics <sup>1</sup>	3
STAT 2521	Data Analysis and Statistical Computing	3
MKTG 3509	Customer Data Analytics <sup>2</sup>	3
STAT 2523	Design of Experiments and Quality Control	3
MKTG 3508	Digital Marketing	3
Total Credit Hours		15

<sup>1</sup> MIS majors will substitute a course chosen from: MIS 3505, MIS 3536, MIS 3538, MIS 3581, MKTG 3502, MKTG 3511, STAT 2512, or STAT 2522.

<sup>2</sup> Marketing majors will substitute with MKTG 3502.

- A grade point average of 2.0 in the minor is required as well as a minimum grade of C- in each course. A minimum grade of C is required in MIS 2502.
- Courses cannot be used to meet minor requirements if already used to meet the requirements for a major or a different minor or certificate.
- Courses for the minor must be completed prior to graduation; if completed, the minor will be recorded on the final transcript upon graduation.
- For more information, visit the Statistical Science department (<http://www.fox.temple.edu/departments/statistical-science>).
- To declare or rescind this minor, visit the Fox School of Business and Management (<http://www.fox.temple.edu/advising/minors>).

Interested students should discuss with their home college advisors how the courses in the minor will fit into their overall degree plan and are strongly encouraged to declare the minor early in their academic career.