



# MINOR IN BUSINESS ANALYTICS

**CSUN** | **NAZARIAN  
COLLEGE**



## OVERVIEW

The confluence of the availability of big data, methodological developments and explosion in computing power and storage capacity has given rise to the popularity of business analytics in a wide range of industries across the public and private sectors. Business analytics encompasses approaches that transform data into information and insights, thereby allowing for informed data-driven decision-making. Today's organizations seek professionals with business analytics skills to gain and maintain their competitive advantage.

The Business Analytics minor program allows students the opportunity to pursue a secondary interest in business analytics.



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## CAREERS IN BUSINESS ANALYTICS

Employers are currently experiencing a shortage of job candidates with skills in business analytics, and the increase in potential employment opportunities in this field will continue to rise. The employment of operations research analysts is projected to grow 27 percent from 2016 to 2026, according to the Bureau of Labor Statistics. The Business-Higher Education Forum — a nonprofit membership group of Fortune 500 CEOs, and college and university leaders — and PricewaterhouseCoopers also reported that approximately 2.72 million new job postings will seek workers with skills in data analytics and science by 2020. Business analytics job categories include data/business analytics, business intelligence and business analytics in various functional areas (supply chain, finance, marketing, human resources, healthcare, etc). According to Indeed.com, the average yearly salary of business analysts is estimated to be around \$80,000.



## FACULTY

The Systems and Operations Management Department faculty are committed to excellence in teaching and research. Our faculty members have advanced degrees in business analytics, operations management, supply chain management, management science or a closely related area. They have published in a wide range of fields, including business analytics, operations, transportation, supply chain management and operations research. Additionally, the faculty have extensive business experience that is incorporated into their classroom-teaching.

## PROGRAM REQUIREMENTS

Total Units Required for the Minor: 18

### 1. Required Courses

(9 units)

BANA 410 Machine Learning for Business (3)

SOM 120 Basic Business Statistics (3)\*

SOM 307 Data Analysis and Modeling for Business (3)

\* The 4-unit MATH 140 course also satisfies this requirement. Either of them must be completed with a grade of "C" or better. MATH 140 is cross-listed with MATH 140BUS, MATH 140SCI, and MATH 141/L.

### 2. Elective Courses

(9 units, at least 6 units from the BANA courses)\*\*:

BANA 310 Data Visualization for Business (3)

BANA 320 Predictive Analytics for Business (3)

BANA 420 Prescriptive Analytics for Business (3)

BANA 430 Text Mining and Analytics for Business (3)

FIN 459 Financial Modeling (3)

IS 312 Systems and Technologies for Managers (3)

MKT 356 Marketing Metrics and Insights (3)

\*\* Some electives have additional prerequisites beyond the required courses shown above.





## FURTHER READINGS

For the latest articles about careers in the field of business analytics, visit:  
<https://www.csun.edu/som/academic-programs>.

For more  
**INFORMATION**

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