

The Minor in **BUSINESS INTELLIGENCE & ANALYTICS** (DSS) is designed to enhance the skill set of both Business and Arts & Sciences majors so that they are fundamentally better equipped to succeed in a data-intensive world. Organizations typically gather information in order to assess their operating environment, to conduct marketing research, to manage customer relationships, and to perform competitive analyses or security assessments. Businesses employ Business Intelligence techniques in an attempt to gain sustainable competitive advantage, and regard such intelligence as a valuable core competence. Non-profit organizations and government, including such entities as Homeland Security and the military, also use Business Intelligence techniques to discover opportunities for improving their operations.

**Required Core Courses:**

- DSS 210** Business Statistics
- DSS 220** Business Analytics  
*Pre-requisite DSS 210*
- DSS 315** BIA Concepts and Practices  
*Pre-requisite DSS 220*
- DSS 330** Database Management Systems  
*Pre-requisite DSS 220 or Actuarial Science Major*
- DSS 420** Introduction to Data Mining  
*Pre-requisite DSS 220*

**Plus one of the following courses:**

- DSS 425** Analytics Cup  
*Pre-requisite DSS 420*
- DSS 435** Advanced Business Analytics  
*Pre-requisite DSS 220*
- DSS 460** Introduction to GIS
- DSS 470** Special Topics I  
*Pre-requisite DSS 220*
- DSS 471** Special Topics II  
*Pre-requisite DSS 220*
- ACC 312** Accounting and Consulting in the Global Community (ACC majors only)
- PMK 465** Advanced Pharmaceutical Marketing Research (PMK majors only)