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 200*)
- DSS 330 Database Management Systems (*Pre-requisite DSS 200 or ASC Major*)
- DSS 420 Introduction to Data Mining (*Pre-requisite DSS 220*)

Plus, one of the upper level DSS courses in the DSS 300-400 range.