



University of Wisconsin
Whitewater

College of Business
and Economics



Business Analytics Minor-21 units (Available to Business and Non-Business Majors)

Restrictions:

1. All 300 and 400 level business courses require 60 credits and 2.0 GPA
2. A minimum of 2.25 GPA in the minor is required for graduation
3. A maximum of 2 transfer courses and a maximum of 3 units in Special or Independent Study, Correspondence and Internships will be allowed.
4. (F) = Course only offered F2F in fall, (FO) = Course only offered online in fall,
(S) = Course only offered F2F in spring, (SO) = Course only offered in spring online

Required Courses (15 units)

Course No.	Course Name	Prerequisites
_____ ITSCM 180	Introduction to Programming	
_____ ITSCM 230	Introduction to Business Analytics	<u>24 credits & 2.5 CUM GPA</u>
_____ ECON 245	Business Statistics	<u>MATH 143 OR 152 OR 243 OR 250 OR 253</u>
_____ ITSCM 314	Database Design and Administration	
_____ ITSCM 384 (FO)	Data Mining for Business Analytics	<u>ITSCM 180 & ITSCM 230</u>
OR		
_____ ITSCM 414 (S)	Mining Unstructured Data	<u>ITSCM 180 & ITSCM 230</u>

Select 2 of the following Courses (6 units)

Course No.	Course Name	Prerequisites
_____ ITSCM 382	Visualization, Infographics, & Technical Documentation	<u>ITSCM 280</u>
_____ ITSCM 384 (FO)	Data Mining for Business Analytics	<u>ITSCM 180 & ITSCM 230</u>
_____ ITSCM 410 (SO)	Business Process Analytics & Management	<u>ITSSCM 230 OR TSCM 310 OR ITSCM 320</u>
_____ ITSCM 414 (S)	Mining Unstructured Data	<u>ITSCM 180 & ITSCM 230</u>
_____ ITSCM 444	IT Security Analytics	<u>ITSCM 180, ITSCM 221, ITSCM 230, ECON 245, ITSCM 314</u>
_____ ITSCM 450 (F,SO)	Logistics & Production Systems	<u>ITSCM 306</u>
_____ ITSCM 457 (S)	Warehouse Analytics & Technologies	<u>ITSCM 306</u>
_____ ITSCM 458 (S)	Global Sourcing & Transportation	<u>ITSCM 306</u>
_____ ITSCM 471 (F,SO)	Introduction to Supply Chain Analytics	<u>ITSCM 306</u>
_____ ITSCM 493	IT Internship	<u>DEPARTMENT CONSENT</u>
_____ MARKETNG 351	Introduction to Digital Marketing	<u>MARKETNG 311</u>
_____ MARKETNG 352	Social Media & Content Marketing	<u>MARKETNG 311</u>
_____ MARKETNG 353 (S)	Advanced Digital Marketing	<u>MARKETNG 311 & 351</u>
_____ MARKETNG 445	Marketing & Retail Analytics	<u>MARKETNG 311</u>
_____ MARKETNG 493D	Internship in Marketing – Digital Marketing Emphasis	<u>MARKETNG 311</u>
_____ ECON 345	Econometrics	<u>ECON 245 & MATH 243 OR 250 OR 253</u>
OR		
_____ STAT 342	Applied Statistics	<u>MATH 250 OR 253 & MATH 263 OR COMPSCI 172 OR COMPSCI 174</u>
_____ ECON 446	Advanced Econometrics	<u>ECON 345 WITH C+ OR BETTER</u>
OR		
_____ STAT 420 (F)	Applied Regression Analysis	<u>STAT 342 OR CONSENT OF INSTRUCTOR</u>

Department Website: <https://www.uww.edu/cobe/departments/department-of-information-technology-and-supply-chain-management>

