

A Cross Collegiate Analysis of the Curricula of Business Analytics Minor Programs

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Abstract Only

In recent years, there has been an explosion in the demand for personnel with analytics skills. Given that the demand for this skill set cuts across so many disciplines, it is a useful addition to any major and an ideal candidate as an academic minor. Furthermore, as the underlying analytics tools and techniques used by data analysts emerged primarily from the business disciplines, the school of business makes an ideal place to house an analytics minor. Given the high demand for business analytics skills and the ubiquitous nature of the analytics field, the question becomes what topics should be included in the curriculum of a business analytics minor? The goal of this research is to answer that question by analyzing the curricula currently offered by a large sample of business analytics minor programs.

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