BUSINESS DATA ANALYTICS (BDA)

Department of Economics and Finance, Gordon S. Lang School of Business and Economics

The Minor in Business Data Analytics focuses on developing quantitative competencies expected to structure and analyze data sets. There is an emphasis on applying techniques to big data problems.

Learning Outcomes

Upon completion of the Minor in Business Data Analytics students will be able to:

- Critically analyze business and economic data using computer programming and data structures techniques. This LO gives students the foundational computer skills to analyse big data which would be a great compliment to any field that generates large data sets.
- Critically analyze economic data using statistical particularly econometric techniques. This LO gives students the foundational econometrics techniques to analyse data appropriately.
- Assess and evaluate a business or economic data case or research issue. This LO helps students synthesis data in a particular situation
- Effectively present and communicate conclusions/data analysis in both oral and written format. This LO helps students present their work in a meaningful way.

Minor Requirements (Honours)

A minimum 5.00 credits is required (3.50 required credits, plus 1.50 credits of restricted electives)

Code	Title	Credits
Required Courses		
ECON*3740	Introduction to Econometrics	0.50
MCS*2020	Information Management	0.50
MGMT*3140	Business Analytics	0.50
MGMT*4140	Advanced Business Analytics	0.50
CIS*1300	Programming	0.50
or CIS*1500	Introduction to Programming	
Select 0.50 credits from the following:		
ECON*2740	Economic Statistics	0.50
STAT*2040	Statistics I	0.50
STAT*2060	Statistics for Business Decisions	0.50
STAT*2080	Introductory Applied Statistics I	0.50
STAT*2120	Probability and Statistics for Engineers	0.50
STAT*2230	Biostatistics for Integrative Biology	0.50
Select 0.50 credits from the following:		
ECON*4640	Advanced Econometrics	0.50
FIN*4100	Financial Econometrics	0.50
MGMT*4350	Business Case Competition Preparation	0.50
Restricted Electives		
Select 1.50 credits from the following:		
ACCT*3230	Intermediate Management Accounting	0.50
ACCT*4290	IT Auditing and Data Analytics	0.50
CIS*2500	Intermediate Programming	0.50
CIS*2520	Data Structures	0.50
ECON*4640	Advanced Econometrics	0.50
FIN*2000	Introduction to Finance	0.50
FIN*4100	Financial Econometrics	0.50
FARE*4360	Marketing Research	0.50
MATH*3240	Operations Research	0.50
MATH*4240	Advanced Topics in Modeling and Optimization	0.50
MCS*3030	Research Methods	0.50
MCS*3500	Marketing Analytics	0.50
REAL*3810	Real Estate Market Analysis	0.50
STAT*3240	Applied Regression Analysis	0.50
STAT*4000	Statistical Computing	0.50

Note: Not all restricted elective courses identified in this list will necessarily be open to all students in the minor in Business Data Analytics. Some courses may have priority access restrictions, or may be limited to students enrolled in the major from which the courses are drawn. In some cases a Course Waiver Request form signed by the instructor may be required in order for students to add these courses to their schedule. Please consult with the department offering the course about possible access. Some courses may also have prerequisites which are identified in course descriptions in the academic calendar.