

**From:** [Smith, Randy](#)  
**To:** [Draper, John](#)  
**Cc:** [Sutherland, Sue](#); [Smith, Randy](#); [Griffiths, Rob](#); [Reed, Katie](#); [Duffy, Lisa](#); [Hunt, Ryan](#); [Hill, James](#); [Croxtton, Keely](#); [Chandrasekaran, Aravind](#)  
**Subject:** Proposal to revise the Business Analytics Minor  
**Date:** Wednesday, December 3, 2025 4:42:20 PM  
**Attachments:** [image001.png](#)

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John:

The proposal from the Department of Operations and Business Analytics to revise the Business Analytics Minor was approved by the Council on Academic Affairs at its meeting on December 5, 2025. Thank you for attending the meeting to respond to questions/comments.

No additional level of internal review/approval is necessary. This action will be included in the Council's next Annual Activities Report to the University Senate (July 2026).

The Office of the University Registrar will work you with any implementation issues.

Please keep a copy of this message for your file on the proposal and I will do the same for the file in the Office of Academic Affairs.

If you have any questions please contact the Chair of the Council, Professor Sue Sutherland (.43), or me.

I wish you success with this important program development.

Randy



**W. Randy Smith, Ph.D.**

Vice Provost for Academic Programs

Office of Academic Affairs

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Executive Assistant

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**From:** [Croxton, Keely](#)  
**To:** [Reed, Katie](#)  
**Subject:** Changes to Fisher's Business Analytics Minor  
**Date:** Thursday, November 20, 2025 4:05:56 PM  
**Attachments:** [image001\[50\].png](#)  
[image002\[96\].png](#)  
[Business Analytics Minor.docx](#)  
[Minor-Business-Analytics- 2025 Version.docx](#)  
[Analytics minor - Letter from Dean Chandrasekaran.pdf](#)

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Katie,

I want to submit a proposal for some modifications to Fisher's existing Business Analytics minor. I have attached the documents as well as a letter of support from our Dean. Also perhaps noteworthy, we mentioned at APAC that we were going to have a GPA minimum for this minor, but we have decided against that. I just wanted to make sure Randy was aware of that change so that he wasn't confused when he didn't see it mentioned in these documents.

Please let me know if you need anything else.

Thank you!

Keely

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**Keely L. Croxton, PhD**  
Assoc. Dean of Undergraduate Programs & Global Engagement  
Prof. of Logistics  
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HATE  
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November 19, 2025

Randy Smith  
Vice Provost for Academic Programs  
The Ohio State University

Dear Randy:

Fisher's Undergraduate Curriculum Committee and Associate Dean for Academic Programs, Keely Croxton, has endorsed a proposal for changes to the existing Business Analytics minor for undergraduate students. I want to add my support for this.

This proposal is in alignment with our strategic plan to continuously improve our programs to meet student and market needs. The changes proposed provides the opportunity to integrate cutting-edge topics such as artificial intelligence, machine learning, and ethical data use, while also reinforcing core foundations in descriptive, predictive, and prescriptive analytics. We have also better aligned the pre-requisites in the courses. Together, we believe these changes will make this minor more attractive and allow us to grow the number of students adding this to their degree plan, and improving their analytics skillset and marketability.

Sincerely,

Aravind Chandrasekaran  
Interim Dean



To: Keely Croxton, Undergraduate Program Dean  
Subject: Proposal for Changes to Business Analytics Minor

### **Changes to the Business Analytics Minor**

The Business Analytics minor should be re-designed to ensure it remains aligned with the rapidly evolving demands of industry and the emerging needs of students. Since its original development, the landscape of data-driven decision making has expanded significantly, with new tools, technologies, and methods reshaping how organizations analyze and apply data. A re-design provides the opportunity to integrate cutting-edge topics such as artificial intelligence, machine learning, and ethical data use, while also reinforcing core foundations in descriptive, predictive, and prescriptive analytics. Additionally, a refreshed curriculum can create clearer pathways to advanced study and career opportunities and respond to employer expectations for graduates who are not only technically proficient but also skilled at applying analytics to real-world problems. By updating the minor, we position our students to be more competitive, future-ready, and impactful in the marketplace.

### **Required Courses have changed –**

Originally the required courses included: 3331, 3332 and 3333.

Now, it is 3331 and 3332. And a new course has been added. A capstone experience class for the minor will be based on an existing immersion course but only be for one (1) semester.

Prerequisites for 3331 and 3332 have changed. Both will require 2320 and 2321, or Stat 3202, and in fact any of the newly created electives will require them as well.

BUSOBA 3333 has been moved to an elective.

### **Elective Courses have changed –**

We eliminated courses that no longer exist or haven't been taught in some time. We removed any course that had several prerequisites linked to it. It is illogical to expect a student to invest 3 or 6 credit hours to obtain just 3 credit hours for the minor. We added several new classes that will need to be created.

1. Prompt Engineering
2. Tools
3. Data Viz and Storytelling
4. Artificial Intelligence and Machine Learning for Business
5. Data Management/Architecture



- 1, 2, 3, and 4 have already been taught in Exec Ed or in the MBA/WPMBA program and need to be adjusted for the undergrad audience.
- 5 is a new class and has not been taught before.
- BUSOBA 3333 has been moved to an elective.

### Capstone Course

This course will integrate case-based learning with real-world sponsored projects. During the first seven weeks, students will engage in structured case studies—several of which are currently being piloted—allowing them to develop foundational problem-solving and analytical skills before transitioning to sponsor-based projects. Sponsors will be invited to observe and evaluate students' presentations at the end of the initial case and then introduce their own project for the second half of the term. The shorter, seven-week sponsor-driven projects will have more focused scopes, allowing the department to manage multiple sponsor engagements throughout the academic year

### Conclusion

We anticipate increased demand for the Business Analytics Minor, though we expect enrollment to stabilize as faculty hiring expands to meet long-term needs. To manage the initial growth phase, we will monitor enrollment closely while offering a limited number of seats at the outset. The revised Project Class will further strengthen program quality and enhance experiential learning. Collectively, these measures will help the department address short-term enrollment pressures, develop a more data-driven understanding of student demand, and position the minor for long-term stability as additional instructional resources come online.

Regards,

James A. Hill  
Chair, Operations and Business Analytics  
Department Fisher College of Business  
The Ohio State University

**The Ohio State University  
Fisher College of Business  
Minor in Business Analytics (BUSANLC-MN)**

Fisher College of Business, Undergraduate Programs and Advising Office, 120 Schoenbaum Hall, 210 Woodruff Avenue, Columbus, Ohio 43210; 614-292-2715; [fisherundergrad@fisher.osu.edu](mailto:fisherundergrad@fisher.osu.edu)

The Fisher College of Business offers an Undergraduate Minor in Business Analytics aimed at undergraduate business students as well as those outside the Data Analytics major. This program is structured to enhance participants' knowledge and skills in Business Analytics, equipping them with the ability to identify patterns for predicting behaviors and various business outcomes. Additionally, students will learn to make informed decisions through a data-driven methodology.

This minor requires the successful completion of a minimum of 15 hours and five courses.

**Required Courses (3 courses, 9 CH)**

**BUSOBA 3331 – Business Analytics: Tactics in Analytical Discovery**

Credits: 3; Prereq: Econ 2001.01 or equiv. and Econ 2002.01 or equiv., BusOBA 2320 and 2321 or Stat 3202; and CSE 2111 or equiv.

**BUSOBA 3332 – Business Analytics: Application of Predictive Analytics to Business Data**

Credits: 3; Prereq: Econ 2001.01 or equiv. and Econ 2002.02 or equiv.; BusOBA 2320 and 2321 or Stat 3202; and CSE 2111 or equiv.

**BUSOBA 33XX – Business Analytics: Capstone Experience**

Credits: 3; Prereq: BusOBA 3331 and BusOBA 3332

**Elective Courses (2 - 4 courses, 6 CH)**

The minor requires students to successfully complete six credit hours of elective courses.

**BUSOBA 3333** – Credits: 3; Prereq: BUSOBA 3331 and 3332

**ACCTMIS 4640** – Credits: 3; Prereq: ACCTMIS 3200

**BUSML 4382** – Credits: 3; Prereq: BUSML 3380

**BUSML 4386** – Credits: 1.5; Prereq: BUSML 3380

**BUSOBA 4242** - Credits: 3; Prereq: BUSOBA 2320 and 2321, or Stat 3202

**BUSOBA 4233** – Credits: 3; Prereq: BUSOBA 2320 and 2321, or Stat 3202

**BUSOBA XXXX** – Credits: 3; Prereq: BUSOBA 2320 and 2321  
**Or Stat 3202 (Artificial Intelligence and Machine Learning for Business)**

**BUSOBA XXXX** – Credits: 1.5; Prereq: BUSOBA 3331  
**(Prompt Engineering)**

**BUSOBA XXXX** – Credits: 1.5; Prereq: BUSOBA 2320 and 2321  
or Stat 3202 **(Tools)**

**BUSOBA XXXX** – Credits: 1.5; Prereq: BUSOBA 2320 and 2321  
or Stat 3202 **(Data Viz and Storytelling)**

**BUSOBA XXXX** – Credits: 1.5; Prereq: BUSOBA 3331  
**(Data Management/Architecture)**

**Business Analytics Minor Guidelines**

Credit hours required: Minimum of 15. 1000-level courses shall not count in the minor. At least 6 credit hrs. must be upper-level courses as defined by the Fisher College of Business.

Transfer and EM credit hours allowed: A student is permitted to count up to 6 total hours of transfer credit and/or credit by examination.

Overlap with major and additional minor(s)

- The minor must be in a different subject than the major
- The minor must contain a minimum of 12 hours distinct from the major and/or additional minor(s).

Grades required

- Minimum C- for a course to be listed on the minor.
- Minimum 2.00 cumulative GPA for all minor course work.
- Course work graded Pass/Non-Pass cannot count in the minor.

X193 credits No more than 3 credit hours.

Minor Approval

To graduate with Business Analytics Minor, you must meet the guidelines listed on the curriculum requirements. Upon completing the requirements, a student needs only to file the Business Analytics Minor Program Form with their college office. No approval from Fisher College of Business is required.

Submitting the minor program form

The minor program form must be filed at least by the time the graduation application is submitted to the college.

Changing the minor

Once the minor program is filed in the college office, any changes must be approved by the academic unit offering the minor

College of Arts and Sciences  
Curriculum and Assessment Services  
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Appr. CAA 1/21/15  
Updated 6/19/21 DH  
Updated 7-8-21B DH  
Updated 10-05-2023 RLS  
Update 04-12-2024 RLS  
Update 10-01-2024 RLS