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General

Program Title
Business Analytics Minor

Degree Designation(s) -	Program Level UG - Undergraduate
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Status Active	School Anisfield School of Business
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Convening Group
Info Systems (INFO)

Program Description
The Business Analytics and Applied AI Minor focuses on using data and technology to support smarter business decisions. Students learn how to analyze data to identify patterns and trends, apply statistical and analytical methods, and explore how AI tools can improve decision-making and efficiency. As organizations increasingly rely on both analytics and AI to remain competitive, the demand for these skills continues to grow across industries.

The Business Analytics and Applied AI Minor is open to students in any major who want to build strong, marketable skills. Students majoring in Economics, Finance, International Business, IT Management, Management, or Marketing can complete the minor in as few as three additional courses.

Concentration(s)
-

Rationale

Considering evolving technology trends and the growing importance of Artificial Intelligence (AI) in business, we propose revising the existing Business Analytics (BA) Minor into the new "Business Analytics and Applied AI" minor. This revision ensures students gain essential exposure to AI while maintaining strong foundations in analytics. Peer institutions and industry demand emphasize AI and analytics as core competencies, and aligning our program with these trends will strengthen its market relevance and student appeal. This has been strongly affirmed through consultation with the ASB Alumni Advisory Board and other industry professionals. The proposed change involves a modest adjustment by rearranging existing approved courses. Specifically, INFO 345 (AI for Business) would move into the core curriculum to ensure every student completes an AI-focused course, while INFO 311 (Business Analytics II) would move into the elective pool. This ensures that all students gain direct exposure to AI in business decision-making, while maintaining the flexibility for students who wish to pursue more advanced analytics topics. The revision strengthens the program's marketability, aligns with Ramapo priorities in technology and innovation, and enhances student preparation for data-driven decision making.

Effective Start Term

Fall 2026

Effective Start Date

Aug 26, 2026

Coursedog Only Catalog Fields

Catalog Display Name

Business Analytics and Applied AI

Catalog Short Description

The Business Analytics and Applied AI Minor gives students the skills to analyze data, spot trends, and use AI tools to improve decision-making. It's designed to complement any major and provide valuable, market-ready expertise in today's data-driven world.

Catalog Full Description

The Business Analytics and Applied AI Minor focuses on using data and technology to support smarter business decisions. Students learn how to analyze data to identify patterns and trends, apply statistical and analytical methods, and explore how AI tools can improve decision-making and efficiency. As organizations increasingly rely on both analytics and AI to remain competitive, the demand for these skills continues to grow across industries.

The Business Analytics and Applied AI Minor is open to students in any major who want to build strong, marketable skills. Students majoring in Economics, Finance, International Business, IT Management, Management, or Marketing can complete the minor in as few as three additional courses.

Ramapo Program Learning Outcomes

Learning Goals and Outcomes

Goal 1: Foundation: Our students will have a broad-based knowledge in the functional areas of business analytics.

Outcome 1: Students will comprehend principles and practices in key business analytics disciplines.

Goal 2: Effective Communication: Our students will demonstrate effective visualization of data skills.

Outcome 1: Students will effectively present the results of business analytics cases visually using graphics.

Requirements

Simple Requisites

Program Requirements
Required Type Completion Requirement Completion Requirement - Complete ALL of the following Courses: BADM225 - MANAGEMENT STATISTICS AND INFO224 - PRINCIPLES OF INFORMATION TECHNOLOGY AND INFO310 - BUSINESS ANALYTICS I AND INFO345 - AI FOR BUSINESS: HARNESSING ARTIFICIAL INTELLIGENCE - Additional Comments: -
Electives: Select Two Type Completion Requirement Completion Requirement -

Complete at least 2 of the following courses:

- ECON310 - ECONOMETRICS
OR INFO233 - INTRODUCTION TO PROGRAMMING
OR INFO320 - TOOLS FOR ANALYTICS
OR INFO332 - DATABASE MANAGEMENT SYSTEMS
OR INFO333 - DATA VISUALIZATION
OR INFO422 - DECISION SUPPORT SYSTEMS
OR MGMT373 - MANAGEMENT SCIENCE
OR MKTG330 - MARKETING RESEARCH
OR INFO311 - BUSINESS ANALYTICS II

-

Additional Comments:

-

No Requirement Level

Dependencies

Identifiers

SIS ID	id	programGroupId	programCode (code)
-	16832821-9f2f-4688-ac61-0ca0d0a917fa	zYWBxZC6LO8gzOVhO1E5B	SB-MN-BANA

Changes

Catalog Display Name

+ Business Analytics and Applied AI	- Not Set
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Catalog Full Description

The Business Analytics studies and Applied AI Minor focuses on using data in and order technology to support smarter business decisions. Students learn how to analyze data to identify patterns or trends that can then be used to predict future patterns or and trends, allowing apply businesses statistical to and make analytical better decisions. We live in a time when large amounts of data are being collected, in almost every aspect of society methods , and

there explore is how a AI tremendous tools can improve decision-making and efficiency. As organizations increasingly rely on both analytics and AI to remain competitive, the demand for people with analytics skills. The U.S. Bureau of Labor Statistics predicts a strong demand for people with business analytics these skills well continues into to the grow next across decade industries.

The - Business Analytics minor and Applied AI Minor is available open to students in any major to who add want to their build strong, marketable skills and knowledge. - Students majoring in Economics, Finance, International Business, IT Management, Management, or Marketing can complete the minor in as little few as three additional courses.

Catalog Short Description

+ The Business Analytics and Applied AI Minor gives students the skills to analyze data, spot trends, and use AI tools to improve decision-making. It's designed to complement any major and provide valuable, market-ready expertise in today's data-driven world.	- Not Set
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Effective Start Date

+ 2026-08-26	- 2006-09-01
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Effective Start Term

+ Not Set	- Not Set
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Free Form Requirements

+ Changes Show In Catalog Yes Not Set	- Original Show In Catalog No Not Set
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Learning Goals and Outcomes

+ Goal 1: Foundation: Our students will have a broad-based knowledge in the functional areas of business analytics. Outcome 1: Students will comprehend principles and practices in key business analytics disciplines. Goal 2: Effective Communication: Our students will demonstrate effective visualization of data skills. Outcome 1: Students will effectively present the results of business analytics cases visually using graphics.	- Goal 1: Foundation: Our students will have a broad-based knowledge in the functional areas of business analytics. Outcome 1: Students will comprehend principles and practices in key business analytics disciplines. Goal 2: Communication: Our students will demonstrate effective visualization of data skills. Outcome 1: Students will effectively present the results of business analytics cases visually using graphics.
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Program Description

+ The Business Analytics and Applied AI Minor focuses on using data and technology to support smarter business decisions. Students learn how to analyze data to identify patterns and trends, apply statistical and analytical methods, and explore how AI tools can improve decision-making and efficiency. As organizations increasingly rely on both analytics and AI to remain competitive, the demand for these skills continues to grow across industries. The Business Analytics and Applied AI Minor is open to students in any major who want to build strong, marketable skills. Students majoring in Economics, Finance, International Business, IT Management, Management, or Marketing can complete the minor in as few as three additional courses.

- Business Analytics studies data in order to identify patterns or trends that can then be used to predict future patterns or trends, allowing businesses to make better decisions. We live in a time when large amounts of data are being collected, in almost every aspect of society, and there is a tremendous demand for people with analytics skills. The U.S. Bureau of Labor Statistics predicts a strong demand for people with business analytics skills well into the next decade. The Business Analytics minor is available to any major to add to their marketable skills and knowledge. Students majoring in Economics, Finance, International Business, IT Management, Management, or Marketing can complete the minor in as little as three courses.

Rationale

+ Considering evolving technology trends and the growing importance of Artificial Intelligence (AI) in business, we propose revising the existing Business Analytics (BA) Minor into the new "Business Analytics and Applied AI" minor. This revision ensures students gain essential exposure to AI while maintaining strong foundations in analytics. Peer institutions and industry demand emphasize AI and analytics as core competencies, and aligning our program with these trends will strengthen its market relevance and student appeal. This has been strongly affirmed through consultation with the ASB Alumni Advisory Board and other industry professionals. The proposed change involves a modest adjustment by rearranging existing approved courses. Specifically, INFO 345 (AI for Business) would move into the core curriculum to ensure every student completes an AI-focused course, while INFO 311 (Business Analytics II) would move into the elective pool. This ensures that all students gain direct exposure to AI in business decision-making, while maintaining the flexibility for students who wish to pursue more advanced analytics topics. The revision strengthens the program's marketability, aligns with Ramapo priorities in technology and innovation, and enhances student preparation for data-driven decision making.

- Not Set

Simple Requirements

+ Changes	- Original
Required <i>Completion Requirement</i> SIS ID No SIS ID Set Completion Requirement Complete ALL of the following Courses: - BADM225 - MANAGEMENT STATISTICS AND INFO224 - PRINCIPLES OF INFORMATION TECHNOLOGY AND INFO310 - BUSINESS ANALYTICS I AND INFO345 - AI FOR BUSINESS: HARNESSING ARTIFICIAL INTELLIGENCE	Required <i>Completion Requirement</i> SIS ID No SIS ID Set Completion Requirement Complete ALL of the following Courses: - BADM225 - MANAGEMENT STATISTICS AND INFO224 - PRINCIPLES OF INFORMATION TECHNOLOGY AND INFO310 - BUSINESS ANALYTICS I AND INFO311 - BUSINESS ANALYTICS II
Electives: Select Two <i>Completion Requirement</i> SIS ID No SIS ID Set Completion Requirement Complete at least 2 of the following courses: - ECON310 - ECONOMETRICS OR INFO233 - INTRODUCTION TO PROGRAMMING OR INFO320 - TOOLS FOR ANALYTICS OR INFO332 - DATABASE MANAGEMENT SYSTEMS OR INFO333 - DATA VISUALIZATION OR INFO422 - DECISION SUPPORT SYSTEMS OR MGMT373 - MANAGEMENT SCIENCE OR MKTG330 - MARKETING RESEARCH OR INFO311 - BUSINESS	Electives: Select Two <i>Completion Requirement</i> SIS ID No SIS ID Set Completion Requirement Complete at least 2 of the following courses: - ECON310 - ECONOMETRICS OR INFO233 - INTRODUCTION TO PROGRAMMING OR INFO320 - TOOLS FOR ANALYTICS OR INFO332 - DATABASE MANAGEMENT SYSTEMS OR INFO333 - DATA VISUALIZATION OR INFO345 - AI FOR BUSINESS: HARNESSING ARTIFICIAL INTELLIGENCE OR INFO422 - DECISION SUPPORT SYSTEMS OR MGMT373 - MANAGEMENT SCIENCE OR MKTG330 - MARKETING

ANALYTICS II	RESEARCH
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programCode (code)

+ Not Set	- SB-MN-BANA
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Proposal Log Details

Convener Step, 10/9/25, 12:43 PM EDT

Fariba Nosrati approved this request.

Dean - School of Business, 10/9/25, 1:40 PM EDT

Edward Petkus approved this request.

ARC Approval, 10/22/25, 12:39 PM EDT

Stacie Taranto approved this request.