

BUSINESS ANALYTICS, MINOR

Students taking courses for the business analytics minor at Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>) will obtain knowledge of analytic tools used by most businesses to make data-driven decisions.

This knowledge will enhance students' market value in any business discipline. The core components of this minor include information technology management, database management systems and business statistics. Students have the opportunity to receive an educational background in machine learning, marketing analytics or sports analytics according to their personal interests and career goals.

Requirements

Code	Title	Credits
Required Courses		
BTM 2000	Introduction to Business Technology Management	3
BTM 2500	Data Modeling, Analysis and Visualization	3
BTM 3300	Managing Databases and Big Data	3
BTM 3700	Business Analytics	3
OPM 2070	Introduction to Business Statistics ‡	3
Elective Courses		
Select one of the following:		3
BTM 4700	Machine Learning in Business Analytics	
BTM 4811	Data Analytics Practicum	
MGT 4403	Sports Analytics	
MKT 4650	Marketing Analytics †	
Total Credits		18

‡ Additional prerequisite: MATH 1200 College Algebra (3 cr)

† Additional prerequisite: MKT 3000 Introduction to Marketing Management (3 cr).

Continuation Standards

Students must maintain a minimum 2.00 grade point average (GPA) in all courses used to fulfill minor requirements. If the minor GPA falls below a 2.00, students will have one semester to increase their minor GPA to a 2.00 or they will not be allowed to enroll in 3000 and 4000 level minor courses.