

# BUSINESS ANALYTICS, MINOR

Students earning the business analytics minor at the Saint Louis University 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 a variety of professions. The core components of this minor include information technology management, database management systems and business statistics. Students have the opportunity to pursue an educational background in machine learning, marketing analytics or sports analytics according to their personal interests and career goals.

## Requirements

Code	Title	Credits
<b>Required Courses</b>		
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
<b>Elective Courses</b>		
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 †	
<b>Total Credits</b>		<b>18</b>

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

† Additional prerequisite: MKT 3000 Introduction to Marketing Management (3 cr). Outside of the Business Common Body of Knowledge (CBK), a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.

## 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.