BUSINESS TECHNOLOGY MANAGEMENT, B.S.

The Bachelor of Science in Business Technology Management (BTM) offered by Saint Louis University’s Richard A. Chaifetz School of Business (https://www.slu.edu/business/) is designed to prepare business students for careers managing technology within an organization. Students may also choose a concentration in analytics and enterprise systems.

This major is designed based on market demand and feedback and focuses on skills that are in high demand in managing business technology, such as business analytics and managing enterprise systems.

Program Highlights

- As a member of the SAP University Alliance, the Chaifetz School provides students with hands-on experience with SAP software (the world leader in enterprise systems software) that enables them to put classroom theory into practice.
- Students who possess a working knowledge of enterprise resource planning (ERP) using SAP software have the opportunity to obtain an SAP certificate awarded by SAP America, Inc. This credential is valuable to employers who use SAP and others who use non-SAP ERP tools such as PeopleSoft or Oracle.

Curriculum Overview

Business analytics skills available in SLU’s business technology management major include data visualization, predictive analytics, and the use of machine learning algorithms. In addition, students get hands-on experience in managing enterprise systems using SAP software.

Students also learn skills in data governance, design thinking and cloud computing. Business technology management courses require extensive hands-on projects, teamwork and the use of high-end computer technology. A required practicum working with a corporate client is a highlight experience of the program.

Internships/Student Organizations

SLU’s business technology management program students are strongly encouraged to gain practical, career-related work experience through an internship or co-op. Most internships are paid, and students may often earn course credit upon completion. In recent years, business technology management students have earned internships at many prestigious organizations such as:

- Anheuser-Busch
- Boeing
- Deloitte
- Equifax
- U.S. Bank
- Wells Fargo

The Saint Louis University chapter of Beta Alpha Psi, an international scholastic and professional honor society for financial information professionals, provides a vital link between students and industry. The chapter presents numerous guest speakers from various disciplines and industries each semester. Membership offers students opportunities to establish networking relationships with potential employers.

Careers

Employers and graduate schools understand the value of a Chaifetz School degree. Among the Class of 2021, 100% of students with a bachelor’s degree from the Department of Operations and IT Management were either employed or attending graduate school within six months of graduation. Graduates join a global network of nearly 20,000 Chaifetz School alumni in career roles such as:

- Business or systems analyst
- Process analyst
- Risk assurance associate
- Software test engineer
- Technology consultant
- Technology designer

When combined with a second major in accounting, finance, management or marketing, additional opportunities exist for data analyst positions within these other business areas. All students in the program will learn and develop a strong set of problem-solving, critical thinking, and business communication skills that will serve as a base for many different long-range career paths in areas as diverse as health care, law, and government service.

Admission Requirements

Freshman

Begin your application for this program at www.slu.edu/apply (http://www.slu.edu/apply.php). Saint Louis University also accepts the Common App.

All applications are thoroughly and carefully reviewed. Solid academic performance in college preparatory coursework is a primary criterion in reviewing a freshman applicant’s file.

To be considered for admission to any Saint Louis University undergraduate program, the applicant must be graduating from an accredited high school, have an acceptable HiSET exam score or take the General Education Development (GED) test. Beginning with the 2021-22 academic year, undergraduate applicants will not be required to submit standardized test scores (ACT or SAT) in order to be considered for admission. Applicants will be evaluated equally, with or without submitted test scores.

Transfer

Begin your application for this program at www.slu.edu/apply (http://www.slu.edu/apply.php).

Applicants must be a graduate of an accredited high school or have an acceptable score on the GED. An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester credits (or 30 quarter credits) of college credit. Those having completed 24 credits or more of college credit need only submit a transcript from previously attended college(s).

Transfer students must have a cumulative 2.70 GPA to be admitted to the accounting program and a 2.50 GPA for all other majors. In reviewing a transfer applicant’s file, the office of admission holistically examines the student’s academic performance in college-level coursework as an
Learning Outcomes
1. Graduates will be able to understand essential business concepts and how the various functional areas of business are related.
2. Graduates will be able to demonstrate knowledge of ethical concepts and corporate social responsibility and be able to evaluate business problems from multiple ethical perspectives.
3. Graduates will be able to identify and structure business problems and propose actionable solutions to business problems and, when applicable, utilizing appropriate technology.
4. Graduates will be able to demonstrate effective written communication.
5. Graduates will be able to understand how cultures, politics, laws, ethics, and economies influence and impacts business and use tools and concepts to analyze and formulate an international business strategy.
6. Graduates will understand the use of information technology in managing businesses.
7. Graduates will be able to apply analytical skills to make data-driven decisions.

Requirements
Standard Track
Eighteen credits in addition to BTM 2000 Introduction to Business Technology Management (3 cr) and BTM 2500 Data Modeling, Analysis and Visualization (3 cr), which are taken as Business Common Body of Knowledge requirements.

<table>
<thead>
<tr>
<th>Code</th>
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<tr>
<td>BTM 2000</td>
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<tr>
<td>BTM 2500</td>
<td>Data Modeling, Analysis and Visualization</td>
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<tr>
<td>BTM 3100</td>
<td>Enterprise Application Development</td>
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<td>BTM 4810</td>
<td>Business Technology Management Practicum</td>
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</table>

For additional courses in Business Common Body of Knowledge, see the Business Common Body of Knowledge page.

† Additional Business School Requirements (details at Business Common Body of Knowledge page)

Major Electives
Select one of the following:
ACCT 4250  Accounting Information Systems *
BTM 3300  Managing Databases and Big Data
BTM 3700  Business Analytics
BTM 3850  Applied Enterprise Systems Implementation
BTM 4700  Machine Learning in Business Analytics
MGT 4403  Sports Analytics *
MKT 4650  Marketing Analytics *

General Electives †
18-21

Total Credits 120

* 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.

† In addition to completing lower and upper-division coursework in all areas of business, each student typically selects a business major before or during the first semester of the junior year. 18 major-specific credit hours are required as determined by the appropriate department. To broaden their expertise, students may complete more than one major in business, or a major and a minor in business.

Accreditation
The Richard A. Chaifetz School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance and accrediting body of business schools, ensuring continuous quality improvement in terms of curriculum, instructional resources, student selection, career placement and intellectual contributions and qualifications of the faculty. Fewer than 5% of business schools worldwide have achieved AACSB accreditation.

Scholarships and Financial Aid
There are two principal ways to help finance a Saint Louis University education:

- Scholarships: Scholarships are awarded based on academic achievement, service, leadership and financial need.
- Financial Aid: Financial aid is provided in the form of grants and loans, some of which require repayment.

For priority consideration for merit-based scholarships, apply for admission by Dec. 1 and complete a Free Application for Federal Student Aid (FAFSA) by March 1.

For information on other scholarships and financial aid, visit www.slu.edu/financial-aid (https://www.slu.edu/financial-aid/).

International Applicants
Begin your application for this program at www.slu.edu/apply (http://www.slu.edu/apply.php).

All admission policies and requirements for domestic students apply to international students along with the following:

- You must demonstrate English Language proficiency (https://catalog.slu.edu/academic-policies/office-admission/undergraduate/english-language-proficiency/).
- Proof of financial support must include:
  - A letter of financial support from the person(s) or sponsoring agency funding your time at Saint Louis University.
  - A letter from the sponsor’s bank verifying that the funds are available and will be so for the duration of your study at the University.
- Academic records, in English translation, of students who have undertaken postsecondary studies outside the United States must include the courses taken and/or lectures attended, practical laboratory work, the maximum and minimum grades attainable, the grades earned or the results of all end-of-term examinations, and any honors or degrees received. WES and ECE transcripts are accepted.
General electives may be selected from any area of study within the University, giving the student the opportunity to diversify their experiences. Students should consider University CORE attribute requirements when selecting electives.

### Analytics and Enterprise Systems Concentration

Eighteen credits in addition to BTM 2000 Introduction to Business Technology Management (3 cr) and BTM 2500 Data Modeling, Analysis and Visualization (3 cr), which are taken as Business Common Body of Knowledge requirements.

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<td>Business Common Body of Knowledge (CBK)</td>
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<td>BTM 4811</td>
<td>Data Analytics Practicum</td>
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<tr>
<td>or BTM 4812</td>
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<td>Total Credits</td>
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### Graduation Requirements

To be certified for graduation, a student must complete all course requirements and meet all of the following conditions:

- Apply to graduate.
- Earn a minimum 2.00 cumulative GPA in all SLU coursework; accounting students must earn a minimum 2.70 cumulative grade point average (GPA) in all SLU coursework. Students must earn a minimum 2.00 cumulative GPA in all major courses that fulfill the major requirements; accounting students must earn grades of “C” or higher in all courses that fulfill the major requirements.
- Complete the University Undergraduate Core.
- Complete 30 of the final 36 credits at the St. Louis campus or an approved study abroad program.
- Complete at least 50% of business coursework in residence at the St. Louis campus.*
- Complete major course requirements in residence at the St. Louis campus.*
- Students transferring from the Madrid campus must complete a minimum of 40 credits of coursework, including a minimum of 30 credits of business coursework in residence at the St. Louis campus.*

* Students may pursue the economics, international business or marketing majors at the St. Louis campus and/or at the Madrid campus. The residency requirement then applies to courses taken at either campus.

### Roadmap

Roadmaps are recommended semester-by-semester plans of study for programs and assume full-time enrollment unless otherwise noted.

Courses and milestones designated as critical (marked with !) must be completed in the semester listed to ensure a timely graduation. Transfer credit may change the roadmap.

This roadmap should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor/mentor each semester. Requirements, course availability and sequencing are subject to change.

During the probationary period, advisors help students achieve academic success by closely monitoring their academic performance.

In order to improve scholastically and demonstrate their ability to make progress toward a degree, students on probation may not register for more than 12 credits in the fall and spring semesters, three credits in the winter term, and no more than one course/four credits in any single summer session term.

The conditions under which a student is dismissed from the school include:

1. Inability to eliminate probationary status within the two semesters subsequent to the assignment of probation or
2. A grade point average deficit of more than 15 points.

For more information, see University Academic Policies and Procedures (https://catalog.slu.edu/academic-policies/academic-policies-procedures/).
### Standard Track

#### Course | Title | Credits
--- | --- | ---
**Year One**<br>**Fall**<br>CORE 1000 | Ignite First Year Seminar | 2
BIZ 1000 | Business Foundations (meets CORE 1500) | 1
CMM 1200 | Public Speaking (meets CORE 1200) | 2
CORE 1900 | Eloquientia Perfecta 1: Written and Visual Communication (Elective) | 3
CORE 3800 | Ways of Thinking: Natural and Applied Sciences | 3
Elective in Business or Other Areas (MATH 1200, if appropriate) | | 3
**Credits** | | **15**
**Spring**<br>MATH 1320 or MATH 1510 | Survey of Calculus (meets CORE 3200) | 2
PSY 1010 | General Psychology (meets CORE 3600) | 3
THEO 1600 | God-Talk (meets CORE 1600) | 3
BIZ 1100/1002 | Business in Action | 1
BTM 2000 | Introduction to Business Technology Management | 3
ECON 1900 | Principles of Economics | 3
**Credits** | | **16**
**Year Two**<br>**Fall**<br>CORE 2500 | Cura Personalis 2: Self in Contemplation | 0
PHIL 1700 | The Examined Life: Ultimate Questions (meets CORE 1700) | 3
ACCT 2200 | Financial Accounting | 3
BTM 2500 | Data Modeling, Analysis and Visualization | 3
MKT 3000 | Introduction to Marketing Management | 3
OPM 2070 | Introduction to Business Statistics | 3
**Credits** | | **15**
**Spring**<br>CORE 3400 | Ways of Thinking: Aesthetics, History, and Culture | 3
ACCT 2220 | Accounting for Decision Making | 3
BIZ 3000 | Career Foundations (meets CORE 3500) | 1
ECON 3120 or ECON 3140 | Intermediate Macroeconomics or Intermediate Microeconomics | 3
FIN 3010 | Principles of Finance | 3
IB 2000 | Introduction to International Business (meets University Core Attribute: Global Interdependence) | 3
**Credits** | | **16**
**Year Three**<br>**Fall**<br>CORE 2800 | Eloquientia Perfecta 3: Creative Expression | 3
PHIL 2050 | Ethics (meets University Core Attribute: Dignity, Ethics & a Just Society) | 3
BTM 3100 | Enterprise Application Development | 3
**Credits** | | **16**
**Year Four**<br>**Fall**<br>CORE 4000 | Collaborative Inquiry | 3
CORE 4500 | Reflection-in-Action | 3
Elective that Satisfies University Core Attribute: Writing Intensive | 5
BTM 3500 | Data Governance and Information Security | 3
BTM Elective | 3
Elective in Business or Other Areas | 3
**Credits** | | **15**
**Spring**<br>MGT 4000 | Strategic Management and Policy | 3
BTM 4810 | Business Technology Management Practicum | 3
Electives in Business or Other Areas | 7
**Credits** | | **13**
**Total Credits** | | **120**

1. Must complete in first 36 credit hours at SLU.
2. Must complete in first 60 credit hours at SLU.
3. BTM standard track electives: ACCT 4250, BTM 3300, BTM 3700, BTM 3850, BTM 4700, MGT 4403, or MKT 4650. 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.
4. Must take second semester sophomore year unless studying abroad.
5. ENGL 4000-Professional Writing highly recommended.
6. Must have completed all other Business Common Body of Knowledge courses.

### Analytics and Enterprise Systems Concentration

#### Course | Title | Credits
--- | --- | ---
**Year One**<br>**Fall**<br>CORE 1000 | Ignite First Year Seminar | 1
ECON 3120 or ECON 3140 | Intermediate Macroeconomics or Intermediate Microeconomics | 3
OPM 3050 | Introduction to Management Science and Operations Management | 3
**Credits** | | **15**
**Spring**<br>Elective that Satisfies University Core Attribute: Identities in Context | 3
BTM 3810 | Business Simulation with SAP | 3
BTM 4100 | Systems Analysis and Design Thinking | 3
MGT 2000 | Legal Environment of Business I | 3
MGT 3000 | Management Theory and Practice | 3
**Credits** | | **15**
**Year Four**<br>**Fall**<br>CORE 4000 | Collaborative Inquiry | 3
CORE 4500 | Reflection-in-Action | 3
Elective that Satisfies University Core Attribute: Writing Intensive | 5
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BTM Elective | 3
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### Business Technology Management, B.S. 2022-2023

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<td>CMM 1200</td>
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### Year Two

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<td>Introduction to Marketing Management</td>
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<td>Intermediate Macroeconomics</td>
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<td>Principles of Finance</td>
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### Year Three

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<td>BTM 3700</td>
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<td>Legal Environment of Business</td>
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<td>BTM 3850</td>
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<td>BTM with AES Concentration Elective</td>
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2. Must complete in first 60 credit hours at SLU.
3. Must complete in first 60 credit hours at SLU.
4. BTM with analytics and enterprise systems concentration eligible electives: ACCT 4250, BTM 3100, BTM 3300, BTM 3500, BTM 4100, MGT 4403, or MKT 4650. 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.
5. Must take second semester sophomore year unless studying abroad.
6. ENGL 4000-Professional Writing highly recommended.
7. Must have completed all other Business Common Body of Knowledge courses.

### 2+SLU

2+SLU programs are formal transfer agreements for students seeking an associate degree at a partner institution.

- Business Technology Management, B.S. (Jeffco 2+SLU)
- Business Technology Management, B.S. (STLCC 2+SLU)