Business Analytics Minor

Minor in Business Analytics – 18 credits
Minimum GPA required: 2.00

Courses	Grade
Required Courses – 15 Credits	
BTM 2000 Introduction to Business Technology Management	
BTM 2500 Data Modeling, Analysis and Visualization *(Prerequisite: BTM 2000)*	
BTM 3300 Managing Databases and Big Data *(Prerequisite: BTM 2500)*	
BTM 3700 Business Analytics *(Prerequisite: BTM 2500)*	
OPM 2070 Introduction to Business Statistics *(Prerequisite: MATH 1200)*	
Elective Course – 3 Credits; Select one of the following:	
MKT 4650 Marketing Analytics* *(Prerequisite: MKT 3000)* BTM 4700 Machine Learning in Business Analytics** BTM 4811 Data Analytics Practicum**	

*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.
**Future elective offerings

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.