Business Analytics Minor

Business Analytics has become one of the most rapidly expanding fields as a vast volume of data is generated and utilized in every industrial sector. The Minor in Business Analytics at the Greehey School of Business is designed to encourage both business and non-business students to manage data-driven decision-making.

Students in the program will be well-equipped to apply quantitative models and derive business insights from data. Combining the Minor in Business Analytics with other fields such as finance and risk management, marketing, computer science, engineering, and political science will give our students an edge in the job market.

They will become decision-makers with coding literacy, an analytic mindset, and experience with cutting-edge technologies such as Blockchain, FinTech, and Artificial Intelligence.

Contact

Jialin (Jolene) Zaho, Ph.D. (jzhao1@stmarytx.edu)

Code	Title	Semester Hours
Requirements for the minor:		
QM 3321	Business Analytics	3
QM 3342	Database Management	3
QM 4340	Business Intelligence	3
or AC 4340	Business Intelligence	
QM 4350	Blockchain and Fintech	3
QM 4360	Python for Business Analytics	3
QM 4363	Applied AI for Business	3
Total Semester Hours		**18**