GENERAL CONCENTRATION, DECISION ANALYTICS (BA) ONLINE

Students who wish to pursue a master's degree in Predictive Analytics or a similar computing field should take the CSC courses. Students interested in a master's degree in Marketing Analysis or a similar marketing field should take MKT courses.

Students must fulfill a total of 24 credits selecting from any of the courses below (any additional credit hours taken are eligible toward Open Electives requirements):

Course	Title	Quarter Hours
MAT 137	BUSINESS STATISTICS	4
MKT 301	PRINCIPLES OF MARKETING	4
MKT 305	INTRODUCTION TO MARKETING RESEARCH	4
MKT 310	CONSUMER BEHAVIOR	4
MKT 315	STRATEGIC TOOLS FOR MARKETERS	4
CSC 241	INTRODUCTION TO COMPUTER SCIENCE I	4
CSC 242	INTRODUCTION TO COMPUTER SCIENCE II	4
CSC 352	DATABASE PROGRAMMING	4
DSC 324	ADVANCED DATA ANALYSIS	4
DSC 341	FOUNDATIONS OF DATA SCIENCE	4

Open Electives (46 credit hours)

Open Electives credit is required to meet the minimum graduation requirement of 192 credit hours. Students can individualize their learning in several ways using the Open Electives. Open Electives can be fulfilled through courses offered by the School of Continuing and Professional Studies and other DePaul colleges, transfer courses, assessment of prior learning (PLA), and independent studies.