

Master of Science Business Analytics

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Just about every major employer is expecting to adopt advanced data analysis initiatives to inform their business decisions and maintain their competitive edge.

The Master of Science in Business Analytics prepares students to become leaders in this area by immersing them in an integrated program that focuses on statistics, management science, data mining, machine learning, probability, algorithms, and data management in an enterprise environment.

About the program:

The Master of Science in Business Analytics follows a cohort model, where groups of students are admitted and take all classes together. Using this model allows us to supplement instruction with large projects that span multiple classes and demonstrate the end-to-end analytics workflow.

Furthermore, the program:

- Was developed using input from analytics professionals working for companies including Procter & Gamble, Belk, Walmart Stores, Inc., NBA, ESPN, TruMedia Networks, Neiman Marcus, and Allstate
- Is taught by an interdisciplinary faculty team with expertise spanning Statistics, Information Systems, and Management Science
- Includes two 3-hour seminars with content that varies to accommodate changes in analytics practice.

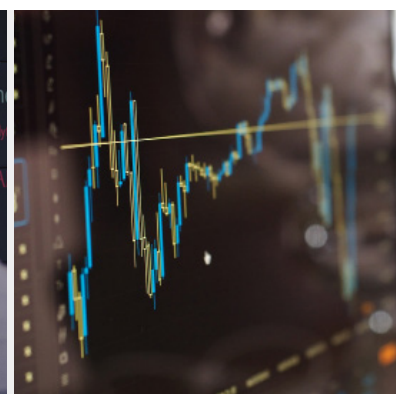
Students will:

- Become prepared for in-demand analytics positions in industry and government
- Learn principles of managing data and become experts in interpreting results for business applications
- Gain hands-on experience in the use of cutting-edge analytics techniques to solve large-scale problems using data from or inspired by real-world problems
- Learn software and programming languages such as SAS, SQL, Python, R, and Gurobi

Other things we offer:

Access to the Marilyn A. Hewson Data Analytics Lab, an on-campus high-performance computing facility, where students work on projects involving real data problems from our corporate and government partners.

Annual Business Analytics Symposium that brings speakers from organizations such as ESPN, The Centers for Disease Control and Prevention, PBS, and General Motors to campus to discuss how they incorporate smart data analysis methodologies in a business environment.



Master of Science

Business Analytics

The Master of Science in Business Analytics program requires 36 credit hours taken over three semesters, beginning in Summer and includes the following courses:

Course Number and Name*	Number of Credit Hours
MIS 501 Application Development for the Data-Driven Organization	3.0
MIS 502 Database Design and Management in the Data-Driven Organization	3.0
ST 521 Statistical Data Management	3.0
ST 522 Advanced Statistical Data Management	3.0
ST 531 Data Mining I	3.0
ST 532 Advanced Data Mining	3.0
ST 541 Applied Statistical Modeling for Analytics I	3.0
ST 542 Applied Statistical Modeling for Analytics II	3.0
OM 500 Management Science and Spreadsheet Modeling	3.0
OM 501 Advanced Applied Modeling and Analysis	3.0
GBA 591 Analytics Seminar	6.0

*Course requirements are subject to change, please confirm current course requirements with academic advisor.

Application Requirements

- A Bachelor's degree from an accredited university or college
- Transcripts from all colleges attended
- A Statement of Purpose outlining your reasons for desiring the degree
- An up-to-date resume
- Three letters of recommendation
- An official and competitive (60th percentile or higher) GRE or GMAT score

Contact us for more information:

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