

BUSINESS ANALYTICS, MSBA

The Master of Science Business Analytics (M.S.B.A.) program is an on-campus, full-time program that will prepare students for analytics positions in industry and government to manage data, apply cutting-edge methodologies, use current software, interpret and effectively communicate results, make recommendations, and manage implementations. The M.S.B.A. program will also equip students to continue learning about analytics throughout their careers. It will advance the university by creating an emphasis on the dissemination of knowledge in concentrations in the growing technological world of analytics.

Admission

The Business Analytics (M.S.B.A.) program requires students to have strong quantitative skills, completed an undergraduate introductory statistics course with a letter grade of *B* or higher, and achieved either a total GMAT score of 600 or a total GRE score of 300.

This program is designed for recent college graduates with limited or no full-time, post-graduate work experience; however, relevant work experience may also be considered in the application process. For students who do not meet the minimum GPA or GMAT/GRE standards, the M.S.B.A. admissions committee may grant "permission to continue."

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

Program Requirements

Required Courses:		Hours
MIS 501	App Dev Data-Driven Org (Application Development for the Data-Driven Organization)	3
MIS 502	DB Des & Mgt Data-Driven Org (Database Design and Management in the Data-Driven Organization)	3
ST 521	Statistical Data Management	3
ST 522	Adv Statistical Data Mgt	3
ST 531	Data Mining I	3
ST 532	Advanced Data Mining (Applied Statistical Modeling for Analytics)	3
ST 541	App Stat Mod Analytics I (Applied Statistical Modeling for Analytics II)	3
ST 542	App Stst Mod Analytics II	3
OM 500	MGT Science & Spreadsheet Mod	3
OM 501	Adv App Model & Analysis (Advanced Applied Modeling and Analysis)	3
GBA 591	Independent Study (Analytics Seminar)	6
Total Hours		36

The M.S.B.A. program includes a mandatory capstone experiential learning component in the last semester of the program which will require students to work on teams that will

- design an analytical study and data collection tools
- manage the collection of data (if necessary)
- use various software to manipulate and analyze data
- interpret and present the results of their analyses
- recommend strategies based on the results of their analyses for a case or a project provided by an industry partner.

The assignment will require the student teams to use the analytics concepts and software they have learned in the program to generate solutions for the assigned case or industry project. The student teams will be evaluated on the basis of i) a comprehensive written report and ii) a formal presentation of their methodology, results, and recommendation(s).