

Student ID: _____
 Student Name: _____
 Adviser Name: _____

Catalog: 2023-2024 Graduate Catalog
 Program: Business Analytics Management, M.S.
 Minimum Credits Required: _____

Business Analytics Management, M.S.

The Master of Science in Business Analytics Management is designed for students who want to develop expertise in analytics tools and techniques and their application to business decision-making. The program provides students with a comprehensive understanding of the business analytics landscape and the leadership skills required to manage and implement business analytics initiatives. The program also emphasizes ethics, innovation, leadership, and project management, ensuring that graduates are well-rounded business analytics professionals who can lead analytics initiatives in a responsible and effective manner.

Business Analytics Requirements (33-36 credit hours)

Course Name	Term Taken	Grade	Gen Ed
BA 600 - Foundations of Business Analytics (3)			
BA 611 - Business Intelligence (3)			
BA 621 - Optimization & Decision Models (3)			
BA 631 - Data Mining (3)			
BA 641 - Marketing & Social Media Analytics (3)			
BA 651 - Financial Analytics (3)			
BU 601 - Behavior, Well-being & Ethics (3)			
CS 661 - AI & Machine Learning (3)			
OD 655 - Innovation & Creativity (3)			
OD 688 - Leadership & Influence Processes (3)			
PM 672 - The Practice of Project Management (3)			
MG 695 - Applied Research Project (2-3) or			
BU 695 - Internship (1-3)			
BA 600 Note: This course may be waived at the discretion of the department depending on the content of a student's undergraduate degree			

Criteria for Admission

In addition to the requirements listed on the Admissions page of this catalog, students must also meet these additional criteria:

- Grade Point Average of 2.75 or higher on a 4.0 scale for all undergraduate and graduate level coursework. Students with a GPA between 2.50 and 2.75 will be admitted provisionally. Students admitted provisionally must achieve a 3.0 GPA on the first nine (9) credits in their program of study.
- The admissions committee will consider all applications to evaluate any additional prerequisite courses needed.
- Submit official transcript(s) of the bachelor's degree as well as any graduate-level coursework.

Outcomes

1. Evaluate the effectiveness of analytics techniques in solving complex business problems through critical analysis and application of analytics tools and techniques to support data-driven decision-making.
2. Create and implement analytics strategies to achieve business objectives through the development of innovative solutions and assessment of their effectiveness.
3. Demonstrate effective leadership and project management skills necessary to manage analytics initiatives, and communicate the results and implications of analytics initiatives to stakeholders through effective communication and collaboration.
4. Analyze ethical issues related to the use of analytics in business and evaluate and design analytics initiatives that align with ethical and legal considerations through critical evaluation and ethical reasoning.
5. Generate innovative ideas for the use of analytics in business, and design and implement new applications of analytics to achieve business goals through creative problem-solving and innovation.

Assessment

The Business Analytics Management, M.S. program will use signature assessments in key courses along with a capstone experience evaluation in either MG 695 or BU 695.

Notes: