BUSINESS ANALYTICS M.S.

Master of Science - Business Analytics

College of Business

Catalog Year: 2022-23

Summary

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Course Requirements</td>
<td>21</td>
</tr>
<tr>
<td>Elective Courses</td>
<td></td>
<td>11</td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>32</td>
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Degree Specific Credits: 32

Required Cumulative GPA: 3.0

Notes:

- The Masters of Business Analytics (MSBA) is a 32 credit, one year program, offered through flexible delivery, either on campus or off campus using Zoom technology.
- Upon completion of the program foundation classes, the one year MSBA consists of 21 credits of required courses and 11 credits of electives, to assist in self-designing a program to meet your individualized needs.
- All coursework focuses on providing experience with both hard technical skills and soft business skills.
- The core curriculum includes the study of business intelligence, big data analytics, business statistics, statistical computing, data mining and management, and communicating insights based on data analysis and associated decision-making.
- Prior to starting the MSBA program, student must complete the required foundations courses.

Course Requirements

Complete all of the following courses:

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>BMIS 601</td>
<td>Business Intelligence</td>
<td>3</td>
</tr>
<tr>
<td>BMIS 625</td>
<td>Mining of Text &amp; Unstructured Data</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 642</td>
<td>Advanced Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 670</td>
<td>Applied Data Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 673</td>
<td>Advanced Applied Modeling</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 680</td>
<td>Big Data and Innovation</td>
<td>3</td>
</tr>
<tr>
<td>BMKT 699</td>
<td>Capstone</td>
<td>3</td>
</tr>
<tr>
<td>Internship/Work Experience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Hours</td>
<td></td>
<td>21</td>
</tr>
</tbody>
</table>

Minimum Required Grade: C

Elective Courses

Notes:

- A wide variety of elective opportunities allows students to customize the program to their own career goals. The electives listed below are a sample of the electives that are available. Having an array of options allows students to design the MSBA program to meet their needs. Electives also include independent studies and internships.

• Integrated Online Marketing
• Data Visualization
• Applications of Mining Big Data
• Investigations
• Digital Tech in the Arts I
• Introduction to Consulting
• Management of Information Systems
• Explore full descriptions (http://www.business.umt.edu/programs/graduate/msba-program/msba_courses.php) of core classes and electives in the MSBA program.

Complete 11 credits of elective courses.

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<tr>
<td></td>
<td>Complete 11 credits of elective courses.</td>
<td>11</td>
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<td>Total Hours</td>
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</tbody>
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