

BUSINESS ANALYTICS M.S.

Master of Science - Business Analytics

Summary

Code	Title	Hours
Course Requirements		32
Total Hours		32

Degree Specific Credits: 32

Required Cumulative GPA: 3.0

Notes

- The Masters of Business Analytics (MSBA) is a 32 credit 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.

Course Requirements

Code	Title	Hours
Complete all of the following courses:		
BGEN 505	Graduate Fundamentals of Business	3
BGEN 516	Applied Business Statistics	3
BGEN 526	Graduate Introduction to Business Analytics	3
BGEN 631	Introduction to SQL	1
BGEN 632	Graduate Introduction to Python	2
BMIS 601	Business Intelligence	3
BMIS 625	Mining of Text & Unstructured Data	2
BMKT 670	Applied Data Analytics	3
BMKT 673	Advanced Applied Modeling	3
BMKT 680	Big Data and Innovation	2
BMKT 689	MSBA Capstone Prep	1
BMKT 699	Capstone	3
MBA 694	Seminar (Telling Stories with Data)	3
Total Hours		32

Minimum Required Grade: C