

# BUSINESS ANALYTICS, MS

The MS in Business Analytics is designed for students who are interested in pursuing careers related to business analytics, data analytics, and data science. This program equips students with the technical knowledge and skills to assist organizations in managing their data, analyzing it for insights, and implementing those insights to improve the organization. The program features deep technical content via an “analytical core” that builds knowledge/skills in data structures, data preparation, analytical strategies and processes, statistical analysis, and communication of analytical conclusions. The program also features several different concentrations that allow students to specialize in different business disciplines, providing flexibility so that students can tailor their education to their needs.

## Featured Technology Tools

The program will feature R as the primary technology tool, woven into multiple courses. Students will also be exposed to other technology tools such as MS Excel, Tableau, and potentially additional Microsoft and IBM technologies. Students wanting to learn Python programming language can take coursework in the Computer Science department, specifically CST 436 COMPUTING WITH DATA IN PYTHON.

To earn the MS in Business Analytics, students must successfully complete at least 33 credit hours: eight core courses (24 credit hours) and three electives (9 credit hours).

**Prerequisite courses (2 Courses/6 Credit Hours) these courses or relevant experience are part of the admission policy and not part of the formal degree program.** These courses can be waived if student has relevant prior coursework (undergraduate or graduate) or relevant work experience.

Code	Title	Credit Hours
INFS 401	INFORMATION RESOURCE MANAGEMENT	3
MGMT 403	STATISTICS FOR BUSINESS DECISIONS	3
Total Credit Hours		6

Code	Title	Credit Hours
<b>Analytics Core Courses</b>		
INFS 412	DATABASE SYSTEMS	3
INFS 413	DATA ANALYTICS AND MANAGEMENT	3
INFS 414	DATA PREPARATION & CLEANSING	3
INFS 415	BUSINESS ANALYTICS AND STATISTICAL INFERENCE MODELS	3
INFS 417	PREDICTIVE BUSINESS DATA ANALYTICS	3
INFS 420	DATA VISUALIZATION	3
INFS 422	BUSINESS ANALYTICS CAPSTONE	3
INFS 451	DECISION SUPPORT SYSTEMS	3
Total Credit Hours		24

Code	Title	Credit Hours
<b>Data Science Concentration</b>		
<b>Select three of the following:</b>		
CST 406	BIG DATA	
CST 410	NETWORK SCIENCE	

CST 421	DATA MINING
CST 436	COMPUTING WITH DATA IN PYTHON
CST 461	DEEP LEARNING
CST 486	INFORMATION RETRIEVAL

Total Credit Hours 9

Code	Title	Credit Hours
<b>Financial Technology Concentration</b>		
<b>9</b>		
FIN 408	FINANCE FOR DECISION MAKERS	
<b>Select two of the following:</b>		
FIN 450	RISK MANAGEMENT	
FIN 454	INTERNATIONAL FINANCIAL ANALYSIS	
FIN 482	THEORY & CASES FINANCIAL MANAGEMENT	
FIN 485	INVESTMENT THEORY	

Total Credit Hours 9

Code	Title	Credit Hours
<b>Marketing Concentration</b>		
<b>9</b>		
MKTG 406	MARKETING STRATEGY: THEORY & PRACTICE	
<b>Select two of the following:</b>		
MKTG 425	COMMUNICATION & CONSUMER BEHAVIOR	
MKTG 426	RESEARCH FOR MARKETING DECISIONS	
IMC 440	MARKETING COMMUNICATIONS RESEARCH	
IMC 462	DIGITAL AND SOCIAL MEDIA MARKETING	

Total Credit Hours 9

Code	Title	Credit Hours
<b>Real Estate Concentration</b>		
<b>9</b>		
REES 401	REAL ESTATE PROCESS	
REES 405	URBAN LAND ECONOMICS	
<b>Select one of the following:</b>		
REES 411	REAL ESTATE FINANCE AND INVESTMENT	
REES 415	REAL ESTATE VALUATION	

Total Credit Hours 9

Code	Title	Credit Hours
<b>Health, Ethics, Analytics, and Law (HEAL)</b>		
<b>12</b>		
<b>Select three of the following:</b>		
HEAL 460	CRIMINOLOGY & HEALTH CARE LAW	
HEAL 470	HEALTH CARE ANALYTICS	
HEAL 480	HEALTH CARE AND ETHICS	
HEAL 490	CAPSTONE RESEARCH PROJECT	

Total Credit Hours 12

Your degree map is a general guide suggesting courses to complete each term on the academic pathway to your degree. It is based on the most current scheduling information from your academic program. Your program's degree map is reviewed annually and updated as schedules

change (although you retain the same course requirements as long as you are continuously enrolled in your degree program).

Always work closely with your academic advisor to understand curriculum requirements and scheduling, as each student's academic plan can look slightly different. No more than two grades of C (not C-) may be applied toward the 33 hours used for the degree. A graduate course can only be repeated once; no more than two courses can be repeated.

<b>Year 1</b>			
<b>Fall</b>	<b>Credit Hours</b>	<b>Spring</b>	<b>Credit Hours</b>
INFS 451 or 410		3 INFS 414	3
INFS 412		3 INFS 415	3
INFS 413		3 INFS 417	3
		9	9
<b>Year 2</b>			
<b>Fall</b>	<b>Credit Hours</b>	<b>Spring</b>	<b>Credit Hours</b>
INFS 420		3 Concentratin Course	3
INFS 422		3 Concentration Course	3
Concentration Course		3	
		9	6

Total Credit Hours 33