

BUSINESS ANALYTICS, M.S.

The M.S. in Business Analytics is a 30-credit hour program structured to be completed in a single year. Students will acquire knowledge and competencies in the acquisition, data crunching, and utilization of large streams of data, and in the identification, formulation, analysis, and interpretation of statistical and mathematical models for use in business decision-making.

Founded and led by well-respected faculty in their academic fields, the program is intentionally designed to be cross-functional so that graduates are equipped to understand and help solve a wide array of problems in business by using, managing, analyzing and interpreting data for business intelligence.

Learning Outcomes

1. Students will acquire in-depth knowledge in the core foundational courses data analytics methodologies employed in the modern business corporation.
2. Students will examine the role of quantitative data in managerial decision-making. They will understand the importance and roles of different types of data (financial, economic, accounting, etc.) and utilize the appropriate format for the presentation of data.
3. Students will be able to draw upon their understanding of the business environment to address complex business or economic questions using data to facilitate decision making.

Requirements for admission to the program conform to the general regulations of the Graduate School and the accreditation standards of the Association to Advance Collegiate Schools of Business. Admission decisions are based on a review of standardized test score performance (GMAT/GRE), professional experience, previous scholastic performance, professional recommendations, a clear statement of purpose and, a personal interview. The GMAT/GRE requirement may be waived for applicants with superior performance in their undergraduate studies and/or significant related previous work experience. Preference will be given to STEM majors or applicants with strong quantitative backgrounds, especially those with a Business Minor. Applicants are also expected to have at least one semester of calculus or similar quantitative training.

Applicants whose native language is not English are required to submit a satisfactory score on the TOEFL, the IELTS Intl. Academic Course Type 2 exam, TOEIC, or the PTE Academic. This requirement may be waived if the applicant holds a degree from a U.S. institution, or has graduated from a degree program taught in English.

Degree Requirements (30 hours)

Course	Title	Credits
The required course work consists of 30 credit hours:		
Five Core Courses:		
MGSC 777	Advanced Quantitative Methods in Business	3
MGSC 790	Data Resource Management	3
MGSC 711	Quantitative Methods in Business	3
MGSC 772	Project Management	3
ECON 736	Applied Econometrics	3
	or MKTG 722 Data Science for Business Decision Making	
Four Elective Courses: ¹		12
One Practicum Project Course or Related Internship		

BADM 790	Special Topics in Business ²	3-4
Total Credit Hours		30-31

- ¹ Take four elective courses from an approved list determined before the beginning of each academic year by the Business Analytics Committee at the Darla Moore School of Business and published on the program's website. Selection of electives should allow a student to be generalist or take a deeper dive into a particular discipline. Some electives may require pre-requisite courses or prior experience in a functional domain.
- ² or equivalent