

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

- Students will acquire in-depth knowledge in the core foundational courses data analytics methodologies employed in the modern business corporation.
- 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.
- 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.