MS IN BUSINESS ANALYTICS (MS)

Curriculum

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 505</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECO 503</td>
<td>Statistics for Managers with Excel</td>
<td>3</td>
</tr>
<tr>
<td>ECO 511</td>
<td>Macroeconomics</td>
<td>1.5</td>
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<tr>
<td>MGT 512</td>
<td>Principles of Management</td>
<td>1.5</td>
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**Foundation Courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ACC 707</td>
<td>Accounting Systems and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>ACC 731</td>
<td>Data Analytics in Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 752</td>
<td>Strategic Performance Analytics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 609</td>
<td>Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 604</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>CSC 501</td>
<td>Introduction to Programming</td>
<td>3</td>
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<tr>
<td>CSC 502</td>
<td>Data Structures and Algorithms</td>
<td>3</td>
</tr>
<tr>
<td>DAT 511</td>
<td>Data Stewardship: Preparation, Exploration and Handling of Big Data</td>
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**Required Courses**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BUS 601</td>
<td>My Personal Brand</td>
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<tr>
<td>BUS 602</td>
<td>My Personal Leadership Plan</td>
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<tr>
<td>BUS 603</td>
<td>My Path Forward</td>
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Business Analytics Internship 3

**Elective Courses**

Select one of the following courses: 3

<table>
<thead>
<tr>
<th>Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>MKT 632</td>
<td>Marketing Data Analytics</td>
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<tr>
<td>MKT 648</td>
<td>Digital Marketing Strategies</td>
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<tr>
<td>MKT 675</td>
<td>Service Marketing</td>
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<tr>
<td>MKT 633</td>
<td>Global Logistics and Transportation</td>
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<tr>
<td>MGT 642</td>
<td>Global Supply Chain Management</td>
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<tr>
<td>FIN 619</td>
<td>Financial Modeling</td>
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<tr>
<td>FIN 620</td>
<td>Investment Management</td>
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</table>

Total Credits 40

1 These four foundation classes can be waived depending on prior coursework. Please work with the Program Director.

Learning Goals & Objectives

Upon the completion of the MS in Business Analytics, graduates will develop the following skills and knowledge:

**Quantitative and Analytical Skills:**

- the ability to analyze, interpret, and communicate information for effective decision support (in both written and oral form);
- the ability to identify problems, diagnose causes, and develop positive solutions

**Technical Skills:**

- the ability to use at least one general programming language
- the ability to work with a range of data structures

Ethical Data Stewardship

- Develop a strong awareness of the ethical and moral issues that arise in work with large data sets and the steps needed to be taken to protect rights and privacy of individuals

Decision Support

- Develop a solid understanding of business processes and how they contribute to organizational goals and objectives
- Understand and apply enterprise risk management concepts
- Identify critical data and analyze and communicate information in an appropriate format to the decision maker

ROADMAP