

MASTER OF SCIENCE IN BUSINESS ANALYTICS

Batterman School of Business and Haab School of Business Mission

The Batterman and Haab Schools of Business embolden a global network of transformational and collaborative Christian leaders, dedicated faculty, entrepreneurial students, and active alumni who come together to create maximum social impact through ethical practice, innovation and service.

Program Mission Statement

The Master of Science in Business Analytics program will prepare business professionals to effectively analyze business data and successfully present information to inform strategic decision-making. The curriculum requires students to evaluate the value of business analytics and the ethical use of data through a Christian lens and consider bias/fairness issues when analyzing data for real-world applications.

Program Overview

This program focuses on applied business analytics, rather than a purely data analytics focus. The addition of concentrations allows students to apply analytics concepts to their chosen area of expertise. This will culminate in the final capstone course where students will work on a large analytics project in their area of expertise. This program is different than our undergraduate program, in that there is less of a focus on programming, coding, and database applications (those are covered in one overview course in the graduate program instead of several in depth courses in the undergraduate program) and more of a focus on applying the analytics skills to business decisions. This program is geared towards the 'front end' users of data, rather than the 'back end' collectors of the data.

Program Prerequisites

Students may enter the program with any bachelors degree. However, applicants who have a bachelors degree in an area outside of business-related fields will be required to take MBA 513 - Business Foundations (3 credits) as a program prerequisite.

Program Learning Outcomes

Students will:

- Evaluate the value of business analytics and the ethical use of data through a Christian lens;
- Consider bias/fairness issues when analyzing data for real-world applications in the digital economy;
- Integrate information from their selected concentration into data analysis projects;
- Use statistical inference concepts and the visualization of data to defend interpretations and conclusions;
- Apply the Business Analytics framework (OSEMIn) for Obtaining, Scrubbing, Exploring, Modeling and Interpreting data to answer business questions;
- Create presentations that articulate assumptions, analyses, and interpretations of data in a written and oral presentation;
- Analyze data using relevant software and techniques.

Master of Science in Business Analytics Curriculum

Students take all courses in the MSBA core (21 credits) and select one concentration area (9 credits), for a total of 30 credits.

Code	Title	Hours
MSBA Core:		21
MBA 520	Management Information Systems	
MBA 534	Mastering Analytics and Decision-Making	
BUAN 500	Introduction to Coding, Programming, and Databases for Analytics	
BUAN 405	Business Data Analytics Programming with Visualization (prerequisite: BUAN 500)	
BUAN 410	Analytics and the Digital Economy (prerequisites: MBA 520 & MBA 534)	
DBA 9110	Business Intelligence and Predictive Analytics (Prerequisite: MBA 534 or other statistics course)	
BUAN 415	Data Analytics: Integrative Project (Course must be taken last)	
Concentrations (Choose one)		
<i>Finance & Accounting (Select 9 credits. Must include ACCT 550.)</i>		9
ACCT 530	Excel-Based Decisions in Managerial Accounting	
ACCT 550	Accounting Data Analytics (required)	
MBA 530	Corporate Finance	
MBA 562	Financial Analyses to Drive Business Growth	
MBA 625	Securities Analysis	
MBA 626	Portfolio Mathematics	
<i>Information Systems (Select 9 credits. Must include MBA 518.)</i>		9
MBA 518	Artificial Intelligence in Business (required)	
MBA 522	Data Communication and Network Security	
MBA 524	Systems Analysis and Design	
MBA 526	Decision Support Systems	
<i>Management (Select 9 credits. Must include MBA 569.)</i>		9
MBA 527	Project Management	
MBA 542	Introduction to Six Sigma	
MBA 543	Introduction to Lean	
MBA 569	Management Science and Analytics (required)	
MIB 530	Global Production Systems	
<i>Human Resources (Select 9 credits. Must include MBA 603.)</i>		9
MBA 544	People-Focused Management	
MBA 600	Compensation & Benefits	
MBA 603	Human Capital Analytics (required)	
MBA 605	Alternative Dispute Resolution	
MPA 568	Public Personnel Administration	
<i>Marketing (Select 9 credits. Must include MBA 578.)</i>		9
MBA 502	Publicity and Public Relations	
MBA 511	Social Marketing Strategies	
MBA 550	Strategic Marketing	
MBA 554	Advertising Management	
MBA 578	Marketing Research and Intelligence (required)	
MBA 644	Integrated Marketing and Brand Activation	
Total Credits		30