# Master of Science in Applied Business Analytics

The Master of Science in Applied Business Analytics can help you master the high demand business intelligence skills necessary to stand out as a problem solver, decision maker, strategic thinker, and communicator in any industry. Using problem-solving exercises, you will learn to use data mining techniques and apply business and big data analytics to help you meet your organization's business objectives. You'll develop and apply critical thinking skills and create better management analytics tools to use in business process and decision-making.

## Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Construct descriptive, predictive, and prescriptive analytical models.
- Use text mining, data mining, sampling, and data collection techniques in the processes of model building for data analysis.
- Define and quantify business problems for the purposes of analytical investigation and decision-making.
- Analyze the interpretation of results and outputs from statistical analysis operations.
- Communicate statistical and analytical results and reports for the purpose of decision-making.

## Degree at a Glance

| Code | Title | Semester Hours |
|---|---|---|
| Institutional Requirements | | 3 |
| Core Requirements | | 18 |
| Major Requirements | | 9 |
| Final Program Requirements | | 6 |
| Elective Requirements | | 6 |
| Total Semester Hours | | 42 |

## Degree Program Requirements

### Institutional Requirements (3 semester hours)

| Code | Title | Semester Hours |
|---|---|---|
| BUSN604 | Fundamentals of Business Analysis | 3 |
| Total Semester Hours | | 3 |

Students are required to take BUSN604 as the first course. If you have a bachelor's degree in a business program that is accredited by ACBSP, AACSB, or IACBE, you are NOT required to take the course listed above, and instead may take one master's-level elective course.

### Core Requirements (18 semester hours)

| Code | Title | Semester Hours |
|---|---|---|
| BUSN660 | Advanced Analytics I | 3 |
| BUSN661 | Advanced Analytics II | 3 |
| BUSN662 | Applied Advanced Analytics | 3 |
| ECON600 | Managerial Economics | 3 |
| FINC600 | Corporate Finance | 3 |
| MKTG600 | Marketing Management | 3 |
| Total Semester Hours | | 18 |

### Major Requirements (9 semester hours)

| Code | Title | Semester Hours |
|---|---|---|
| Select 3 courses from the following: | | 9 |
| ANLY600 | Data Mining | |
| ANLY610 | Text Mining | |
| ANLY620 | Predictive Analytics | |
| ANLY630 | Optimization and Simulation | |
| ANLY640 | Data Management | |
| ANLY645 | Enterprise Analytics | |
| Total Semester Hours | | 9 |

### Final Program Requirements (6 semester hours)

| Code | Title | Semester Hours |
|---|---|---|
| ANLY699 | Analytics Project [1] | 6 |
| Total Semester Hours | | 6 |

[1] Taken once all other requirements have been met.

## Elective Requirements (6 semester hours)

| Code | Title | Semester Hours |
|---|---|---|
| Select any graduate courses not already taken to fulfill the requirements listed above. | | 6 |
| Total Semester Hours | | 6 |