

# M.B.A., BUSINESS ANALYTICS SPECIALIZATION

The Master of Business Administration prepares graduates to lead and manage organizations through mastery of broadly applicable core disciplines in global management and leadership, finance, and marketing, gaining skills tailored to the ethical solution of complex problems, integration of information technology, leading a diverse workforce, and competing in a global marketplace.

The MBA with a specialization in Business Analytics, provides students with advanced analytical skills that are vital for success in the current business world.

- The completion of a Bachelor's degree.
- A cumulative undergraduate grade point average (GPA) of 3.0
- Students whose undergraduate GPA is below 3.0 may be considered for admission and matriculation with the following conditions:
  - Business undergraduate majors with a GPA below 3.0 must take BUSI 599 in the first semester and attain a grade of B or better to continue in the MBA or MS program
  - Non-business majors must take BUSI 599 in the first semester and attain a grade of B or better to continue in the MS or MBA program
- Meet all minimum requirements of the Graduate Studies Office including: completed application; transcripts; recommendation letters; essay; and resume. An interview may be requested.
- Additional requirements for international students include: Test of English as a Foreign Language (TOEFL) test results, and Educational Credential Evaluators (ECE), or World Education Services (WES) evaluation of international transcripts.
- Up to nine graduate course credits in applicable content from other institutions may be accepted with approval of the School of Business.

To apply for graduate study go to the Graduate Application web page. For more information about the TOEFL exam go to TOEFL.

Code	Title	Credits
<b>Core Requirements (18 credits)</b>		
FINC 514	Introduction to Business Analytics and Data Science	3
FINC 507	Corporate Financial Management	3
MGMT 516	Global Strategic Management	3
MKTG 515	Contemporary Marketing Perspectives: Trends, Strategies and Practice	3
ACCT 552	Strategic Profitability Analysis: Accounting for Managers	3
MGMT 595	Executive Communication	3
<b>Business Analytics Specialization (15 credits)</b>		
FINC 535	Data Management	3
FINC 565	Time Series Modeling and Experimental Design	3
FINC 530	Machine Learning for Business I	3
FINC 613	Decision Analysis	3
FINC 560	Data Visualization and Communication	3
<b>Capstone Requirement (3 credits)</b>		

BUSI 799	Interdisciplinary Capstone in Business Administration	3
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## First Year

Term 1		Credits
FINC 514	Introduction to Business Analytics and Data Science	3
FINC 507	Corporate Financial Management	3
MGMT 595	Executive Communication	3
<b>Credits</b>		<b>9</b>

## Term 2

MGMT 516	Global Strategic Management	3
MKTG 515	Contemporary Marketing Perspectives: Trends, Strategies and Practice	3
ACCT 552	Strategic Profitability Analysis: Accounting for Managers	3
<b>Credits</b>		<b>9</b>

## Term 3

FINC 535	Data Management	3
FINC 565	Time Series Modeling and Experimental Design	3
FINC 530	Machine Learning for Business I	3
<b>Credits</b>		<b>9</b>

## Term 4

FINC 613	Decision Analysis	3
FINC 560	Data Visualization and Communication	3
BUSI 799	Interdisciplinary Capstone in Business Administration	3
<b>Credits</b>		<b>9</b>
<b>Total Credits</b>		<b>36</b>

## Student Learning Outcomes

Upon completion of the Master of Business Administration with a specialization in Business Analytics program, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business topics.
7. Communicate business concepts effectively through oral presentation.