Masters in Business Administration (MBA) Business Analytics Track Graduate Degree Program

WHY BUSINESS ANALYTICS?

- Business Analytics (BA), also known as Business Intelligence (BI), is strategically important for every organization to maintain competitive advantage by extracting meaningful information from the flood of digital data collected by businesses, government, and scientific agencies.
- Business Analytics involves information technologies, applications, and practices for collection, integration, analysis, and presentation of business data and information.

MBA IN BUSINESS ANALYTICS





ADMISSION CRITERIA

- Students applying to the MBA program are required to have a bachelor's degree in any field of study
- An upper division bachelor's degree Grade Point Average (GPA) of 3.0
 or higher is one of the elements evaluated to determine admission to
 the MBA program
- Students are required to provide either the Graduate Management Admission Test (GMAT) or Graduate Record Examination (GRE) exam score and meet the minimum required scores for admissions



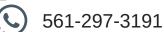












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Graduate Degree Program

PROGRAM COURSE INFORMATION

The MBA is 43-55 credits: 31-43 credits core courses (see course list below). 12 credits may be waived for students with an undergraduate business degree or for students that have taken equivalent undergraduate business courses

- *ACG 6027 Financial Accounting
- *FIN 6406 Financial Management
- *MAR 6055 Marketing Functions and Processes
- *QMB 6603 Data Analysis for Managers
 - *Course can be waived if student has taken undergraduate course equivalent
- BUL 6455 Business Law and Applied Ethics
- ECP 6705 Advanced Managerial Economics
- GEB 6215 Graduate Business Communication
- GEB 6931 Executive Forum
- MAN 6296 Leadership and Organizations
- ACG 6315 Advanced Analysis and Application of Accounting Data
- FIN 6806 Advanced Financial Management
- ISM 6026 Management Information Systems and Technology
- MAN 6501 Operations Management
- MAN 6937 Global Environment of Management
- MAR 6815 Advanced Marketing Management
- MAN 6721 Global Business Strategy
- 12 credits electives/specialization (see list below)

To obtain a specialization in Business Analytics, you would need to take 4 courses from the list of five courses below:

- ISM 6136 Data Mining & Predictive Analytics
- ISM 6404 Introduction to Business Analytics
- ISM 6405 Advanced Business Analytics
- ISM 6555 Social Media & Web Analytics
- QMB 6303 Data Management & Analysis with Excel









