

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



@fauitom



@fauitom



fau itom

FAU
INFORMATION TECHNOLOGY AND
OPERATIONS MANAGEMENT
College of Business
Florida Atlantic University



business.fau.edu/itom



askitom@fau.edu



561-297-3191

Masters in Business Analytics (MBA)

Business Analytics Track

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



@fauitom



@fauitom



fau itom



business.fau.edu/itom



askitom@fau.edu



561-297-3191