Why Choose the MSBA Program?

- Today's businesses need individuals who understand how to use business analytics and artificial intelligence to help make well-informed managerial & executive decisions.
- This 30-credit STEM program provides a strong curriculum that teaches business graduate students the methods & tools to extract, curate, preserve, analyze, mine, visualize, & present structured and unstructured business data demanded by employers locally, statewide, nationally, and internationally.

M.S. in Business Analytics (MSBA)

ADMISSION CRITERIA

- A bachelor's degree in any discipline. No business prerequisites are required;
- A GPA approximately 3.0 or higher over the last 60 undergraduate credits;
- Two or more years of non-industry-specific professional work experience;
- A combined score (verbal + quantitative) of at least 295 on the GRE or a GMAT score of 500 or higher. GRE scores more than five years old are normally not acceptable;
  - Note: GRE/GMAT currently waived through Fall 2022
- International students from non-English-speaking countries must be proficient in written and spoken English as evidenced by a score of at least 500 (paper-based test) or 213 (computer-based test) or 79 (internet-based test) on the Test of English as a Foreign Language (TOEFL) or a score of at least 6.0 on the International English Language Testing Systems (IELTS); and
- Students must meet other requirements of the FAU Graduate College.
30 Credits Total (10 Classes)

Required Courses: 24 Credits (8 Classes)
- GEB 6215 - Communications Strategies for Business Professionals
- ISM 6026 - Management Information Systems & Technology
- ISM 6404 - Introduction to Business Analytics & Big Data
- ISM 6136 - Data Mining & Predictive Analytics
- ISM 6405 - Advanced Business Analytics
- ISM 6427 - Business Innovation with Artificial Intelligence
- ISM 6555 - Social Media & Web Analytics
- QMB 6303 - Data Management & Analysis with Excel

Elective Courses: 6 Credits (Choose any 2 Courses Below)
- ISM 6316 - IT Project & Change Management
- QMB 6616 - Supply Chain Analytics
- ISM 6942 - Graduate Information Technology and Operations Management Internship
- MAR 6816 - Marketing Analysis & Executive Action

For more information about this program or to apply, click here