

## Master of Science in Business Analytics (MSBA)

*Minimum 30 Hours Required for Graduation*

### REQUIRED COURSES (24 Credits)

Communication Strategies for  
Business Professionals  
GEB 6215<sup>(a)</sup>

Management Information Systems  
& Technology  
ISM 6026

Introduction to Business Analytics  
& Big Data  
ISM 6404

Data Mining &  
Predictive Analytics  
ISM 6136

Advanced  
Business Analytics  
ISM 6405

Business Innovation with  
Artificial Intelligence  
ISM 6427

Social Media &  
Web Analytics  
ISM 6555

Data Management & Analysis  
with Excel  
QMB 6303

### COLLEGE OF BUSINESS ELECTIVE COURSES (6 Credits)<sup>(b)</sup>

IT Project &  
Change Management  
ISM 6316

Supply Chain  
Analytics  
QMB 6616

Graduate Information Technology  
and Operations Management  
Internship  
ISM 6942

Marketing Analysis &  
Executive Action  
MAR 6816

- a) GEB 6215 must be taken in the first semester.  
b) Choose any 2 courses from the Electives group.

For more information about this program, please visit our website: [Master of Science in Business Analytics](#)