Naveen Jindal School of Management

Master of Science in Business Analytics

36 semester credit hours minimum

Degree Requirements

The Master of Science in Business Analytics (MS BSAN) degree requires a minimum of 36 semester credit hours, consisting of a set of core courses, and a set of analytics electives organized into different tracks. The core courses provide a broad and strong foundation in the business analytics area. The core covers statistics and econometrics, predictive modeling, decision and optimization (prescriptive) modeling, and data management. The analytics electives provide students with an opportunity to obtain in-depth analytics knowledge in a specific domain/industry. The specialization tracks that a student can choose from include Marketing Analytics, Decision and Operations Analytics, Financial Analytics, Healthcare Analytics, and IT for Analytics. Students can contact the advising office for the recommended courses for these tracks.

Students must maintain a 3.0 grade point average in both core courses and in aggregate courses to qualify for the MS degree.

Course Requirements

Core Courses: 24 semester credit hours from the following

- **MECO 6312** Applied Econometrics and Time Series Analysis
  - or **ECON 6306** Applied Econometrics
- **OPRE 6301** Quantitative Introduction to Risk and Uncertainty in Business
- **OPRE 6398** Prescriptive Analytics
- **MIS 6320** Database Foundations
- **MIS 6324** Business Intelligence Software and Techniques
- **MIS 6390** Analytics Practicum
- **MKT 6337** Marketing Analytics Using SAS

and

One of the following Track-Specific courses

- **FIN 6301** Financial Management
- **HMG 6320** The American Healthcare System
Analytics Electives: 12 semester credit hours

Healthcare Analytics Track

HMGT 6323  Healthcare Informatics
HMGT 6334  Healthcare Analytics
HMGT 6327  Information and Knowledge Management in Healthcare
HMGT 6325  Healthcare Operations Management

Financial Analytics Track

FIN 6381  Introductory Mathematical Finance
FIN 6306  Quantitative Methods in Finance
FIN 6352  Financial Modeling
FIN 6382  Numerical Methods in Finance

IT For Analytics Track

MIS 6309  Business Data Warehousing
MIS 6334  Advanced Business Intelligence (with SAS)
MIS 6344  Web Analytics
MIS 6373  Social Media and Business

Marketing Analytics Track

MKT 6338  Enterprise Systems and CRM
MKT 6323  Database Marketing
MKT 6309  Marketing Research
MKT 6365  Marketing Digital Applications

Decisions and Operations Analytics Track

OPRE 6332  Spreadsheet Modeling and Analytics
OPRE 6335  Risk and Decision Analysis
OPRE 6377  Demand and Revenue Management
OPRE 6378  Supply Chain Strategy

Other Analytics-related courses can be approved on a case-by-case basis.