Naveen Jindal School of Management

Master of Science in Business Analytics

36 semester credit hours minimum

Faculty


Clinical Professors: Forney Fleming III, Radha Mookerjee, Daniel Rajaratnam, Kannan Ramanathan, Kelly Slaughter

Associate Professors: Norris Bruce, Huseyin Cavusoglu, Jianqing Chen, Xianjun Geng, Syam Menon, Young U. Ryu, Kelsey D. Wei, Zhiqiang (Eric) Zheng

Clinical Associate Professors: Sonia Leach, Mark Thouin

Assistant Professors: Mehmet Ayvaci, Elisabeth Honka, Atanu Lahiri, Arzu Ozoguz, Harpreet Singh, Shaojie Tang, Malcolm Wardlaw

Clinical Assistant Professors: Hans-Joachim Adler, Moran Bluestein, Liping Ma, Ravi Narayan, Dawn Owens

Senior Lecturers: Judd Bradbury, Luell (Lou) Thompson

Degree Requirements

The Master of Science in Business Analytics (MS BUAN) is an STEM (Science, Technology, Engineering and Mathematics) degree program (18-24 months) at the Naveen Jindal School of Management that provides students with a broad foundation in the business intelligence and analytics area. The program includes core courses and analytics electives organized into different tracks such as Marketing Analytics, Decision and Operations Analytics, Financial Analytics, Healthcare Analytics and IT for Analytics.

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

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

and

Choose one course from the following Track-Specific courses:

FIN 6301 Financial Management
HMGT 6320 The American Healthcare System
MIS 6308 Systems Analysis and Project Management
MKT 6301 Marketing Management
OPRE 6302 Operations Management

Analytics Electives: 12 semester credit hours

Students may choose a track from the following areas to obtain in-depth analytics knowledge:

**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 and Statistical 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 or MKT 6340 Marketing Projects Lab*
MKT 6323 Database Marketing
MKT 6309 Marketing Research
MKT 6362 Marketing Models

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.

* Program director approval required.