Naveen Jindal School of Management

Master of Science in Business Analytics

36 semester credit hours minimum

Faculty

**Professors:** Indranil R. Bardhan, Alain Bensoussan, Metin Çakanyildirim, Milind Dawande, Theodore E. Day, Varghese S. Jacob, Ganesh Janakiraman, Sumit K. Majumdar, Vijay S. Mookerjee, B. P. S. Murthi, Özalp Özer, Hasan Pirkul, Srinivasan Raghunathan, Sumit Sarkar

**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.