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.

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