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, Huseyn 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.

Updated: 2015-05-11 10:35:56