Master of Science in Business Analytics

36 semester credit hours minimum

Faculty

Degree Requirements

The Master of Science in Business Analytics (MS BUAN) is a 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 the analytics electives organized into different tracks such as decisions and operations analytics, financial analytics, healthcare analytics, IT for analytics, and marketing analytics.

Students must maintain a 3.0 grade point average (GPA) 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
- **BUAN 6320** Database Foundations
  - or **MIS 6326** Data Management
- **BUAN 6324** Business Intelligence Software and Techniques
- **BUAN 6337** Marketing Predictive Analytics Using SAS
- **BUAN 6390** Analytics Practicum
- **BUAN 6398** Prescriptive Analytics
- **OPRE 6301** Quantitative Introduction to Risk and Uncertainty in Business

Choose one course from the following track-specific courses:

- **FIN 6301** Financial Management
Analytics Electives: 12 semester credit hours

Students may choose four courses from one or more tracks in the following areas to obtain in-depth analytics knowledge.

**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

**Financial Analytics Track**
- **FIN 6306** Quantitative Methods in Finance
- **FIN 6352** Financial Modeling
- **FIN 6360** Options and Futures Markets
- **FIN 6382** Numerical and Statistical Methods in Finance

**Healthcare Analytics Track**
- **HMGT 6323** Healthcare Informatics
- **HMGT 6325** Healthcare Operations Management
- **HMGT 6327** Electronic Health Records Applications
- **HMGT 6334** Healthcare Analytics

**IT For Analytics Track**
- **BUAN 6335** Organizing for Business Analytics: A Systems Approach
- **BUAN 6345** High Performance Analytics
- **BUAN 6346** Big Data Analytics
- **MIS 6309** Business Data Warehousing
- **MIS 6334** Advanced Business Intelligence with SAS
MIS 6344 Web Analytics
MIS 6373 Social Media and Business
MIS 6380 Data Visualization

Marketing Analytics Track

MKT 6309 Marketing Research
MKT 6323 Database Marketing
MKT 6338 Enterprise Systems and CRM or MKT 6340 Marketing Projects Lab*
MKT 6362 Marketing Models

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

* Program Director approval required.

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