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
- **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 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.