Naveen Jindal School of Management

Master of Science in Business Analytics

36 semester credit hours minimum

Faculty


Associate Professors: Mehmet Ayvaci, Nina Baranchuk, Norris Bruce, Zhonglan Dai, Rebecca Files, Michael Hasler, Dorothée Honhon, Bin Hu, Surya N. Janakiraman, Robert L. Kieschnick Jr., Atanu Lahiri, Jun Li, Ningzhong Li, Maria Louniöti, Livia Markóczy, Toyah Miller, Ramachandran (Ram) Natarajan, Naim Bugra Ozel, H. Dennis Park, Anyan Qi, Young U. Ryu, Harpreet Singh, David J. Springate, Upender Subramanian, Shaojie Tang, Shouqiang Wang, Kelsey D. Wei, Han (Victor) Xia, Ying Xie, Harold Zhang, Zhiqiang (Eric) Zheng, cxq170330sradhakr

Assistant Professors: Khai Chiong, Emily Choi, Rafael Copat, Soraya Fatehi, Andrew Frazelle, Ying Huang, Joonhwi Joo, Sora Jun, Jason Kautz, Tongil Kim, Sheen Levine, Meng Li, Christopher Mace, Samir Mamadehussene, Jean-Marie Meier, Radha Mookerjee, Jedson Pinto, Ignacio Rios Uribe, Alejandro Rivera Mesias, Alessio Saretto, Simon Siegenthaler, Serdar Simsek, Kirti Sinha, Xiaoxiao Tang, Shervin Tehrani, Ashwin Venkataraman, Christian Von-Drathen, Guihua Wang, Hongchang Wang, Pingle Wang, Junfeng Wu, Steven Xiao, Yingjie Zhang, Zhe (James) Zhang

Professor Emeritus: John J. Wiorkowski

Associate Professors Emeriti: J. Richard Harrison, Jane Salk

Clinical Professors: John Barden, Britt Berrett, Abhijit Biswas, Pamela Foster Brady, Shawn Carraher, Larry Chasteen, Paul Convery, David Cordell, Howard Dover, John Gamino, Randall S. Guttery, William Hefley, Robert Hicks, Marilyn Kaplan, Sonia Leach, Peter Lewin, Jeffrey Manzi, John F. McCracken, Diane S. McNulty, Divakar Rajamani, Daniel Rajaratnam, Kannan Ramanathan, Mark Thouin, McClain Watson, Jeff Weekley, Habte Woldu, Fang Wu, Laurie L. Ziegler

Clinical Associate Professors: Shawn Alborz, Dawn Owens, Carolyn Reichert, Avanti P. Sethi, Ramesh Subramoniam, James Szot, Aysegul Toptal, David Widdifield

Clinical Assistant Professors: Athena Alimirzaei, Christina (Krysta) Betanzos, Moran Blueshtein, Judd Bradbury, Jerome Gafford, Jeffery (Jeff) Hicks, Revansiddha Khanapure, Kristen Lawson, Kathryn Lookadoo,
Liping Ma, Sarah Moore, Ravi Narayan, Parneet Pahwa, Jason Parker, Drew Peabody, Nassim Sohaee

**Professors of Instruction:** Semiramis Amirpour, Mary Beth Goodrich, Charles Hazzard, Chris Linesteadt, Luell (Lou) Thompson

**Associate Professors of Instruction:** Vivek Arora, Monica E. Brussolo, Amal El-Ashmawi, Ayfer Gurun, Maria Hasenhuttl, Jennifer G. Johnson, Mohammad Naseri Taheri, Hubert Zydorek

**Assistant Professors of Instruction:** Negin Enayaty Ahangar, Julie Haworth, Victoria D. McCrady, Rasoul Ramezani, Gaurav Shekhar

**Professors of Practice:** Gregory Ballew, Tiffany A. Bortz, Ranavir Bose, Alexander Edsel, Rajiv Shah

**Associate Professors of Practice:** Richard Bowen, Jackie Kimzey, David Parks, Margaret Smallwood, Steven Solcher, Kathy Zolton

**Assistant Professors of Practice:** Khatereh Ahadi, Steven Haynes, Abu Naser Islam, Scott Janke, Edward Meda, Timothy Stephens

**Senior Lecturers:** Juliann Chapman, Thomas (Tom) Henderson, Joseph Mauriello, Robert (Stephen) Molina, Prithi Narasimhan, Paul Nichols, Matt Polze, Guido Tirone, Robert Wright

### Degree Requirements

The Master of Science in Business Analytics (MS BUAN) is a 36 semester credit hours STEM (Science, Technology, Engineering and Mathematics) degree program that provides students with a broad foundation in the business analytics and data science area. The program prepares students for professions in data science, big data, and analytics space. The core courses are designed to provide the foundation of tools and techniques to be used in the analytics domain whereas the electives allow for business application of the core techniques in Accounting, Finance, Cybersecurity, Healthcare, IT, Marketing, Social Media, and Operations. The program provides three options:

1. **The Flex Program** allows students the flexibility to complete the program at their own pace and tailor their degree in preparation for specific career goals by selecting electives from various fields, including Accounting, Cybersecurity, Data Engineering, Data Science, Finance, Healthcare, IT, Marketing, Social Media, Operations. The purpose of the program is to equip students with the technical tools and professional communication skills needed to practice in business analytics. Multiple elective tracks are offered in the Flex Program. Admission to the program occurs in Fall, Spring, and Summer semesters.

2. **The Cohort Program** is a two-year program in which students take all courses together as a cohort. It is designed for students from various backgrounds to gain knowledge to pursue opportunities in business analytics. The purpose of the program is to develop effective leaders in business analytics. Students may complete the Accounting Analytics track or the Data Science track. The Accounting Analytics track is offered in a face-to-face Cohort Program on campus, while the Data Science track may be completed in either a face-to-face Cohort Program on campus or an Online Cohort program. Special tuition, fees, and admissions requirements apply and the program is supported entirely by participant tuition/fees. Admission to the program occurs in Fall, Spring, and Summer semesters.

3. **The Online Program** allows students the flexibility to complete the program completely online at their own pace, and tailor their degree in preparation for specific career goals by selecting electives from the Data Science track. The purpose of the program is to equip students with the technical tools and
professional communication skills needed to practice in business analytics. Admission to the program occurs in Fall, Spring, and Summer semesters.

To apply for this degree program, an undergraduate degree is required (all majors are considered). Students must maintain a 3.0 grade-point average (GPA) in both core courses and in all graduate courses taken in the degree program, excluding program prerequisites to qualify for the MS degree. Following the completion of 18 credit hours, a student must successfully complete an internship or practicum.

**Prerequisites**

Students pursuing the Master of Science in Business Analytics degree program are required to fulfill one semester credit hour of **MAS 6102** Professional Development course. In addition, knowledge of calculus is required and students who have not completed an undergraduate calculus course may satisfy the prerequisite by completing **OPRE 6303** Quantitative Foundations of Business. Degree credit is not earned for program prerequisites, however, the grade achieved in prerequisites will count toward the student's grade-point average (GPA). All program prerequisites must be satisfied within the first semester of graduate study as a degree-seeking student.

**Course Requirements**

**Core Courses: 18 semester credit hours**

- **BUAN 6312** Applied Econometrics and Time Series Analysis
- **BUAN 6320** Database Foundations for Business Analytics
- **BUAN 6324** Business Analytics With SAS
  - or **BUAN 6356** Business Analytics With R
- **BUAN 6337** Predictive Analytics Using SAS
- **BUAN 6398** Prescriptive Analytics
- **BUAN 6359** Advanced Statistics for Data Science

**Elective Courses: 18 semester credit hours**

Students may choose any course with a BUAN prefix, excluding BUAN core courses, or any course from one or more tracks in the following areas to obtain in-depth knowledge in a specific industry domain. Students may also substitute up to six semester credit hours master's-level courses from any unrestricted course/prefix offered within JSOM.

- **BUAN 6009** Business Analytics Internship (Required Elective)

**Accounting Analytics Track**

- **ACCT 6301** Financial Accounting
  - or **ACCT 6330** Intermediate Financial Accounting I
ACCT 6336 Information Technology Audit and Risk Management
ACCT 6343 Accounting Information Systems
ACCT 6344 Financial Statement Analysis
  or ACCT 6332 Intermediate Financial Accounting II
ACCT 6384 Analytical Reviews Using Audit Software
  or ACCT 6334 Auditing
ACCT 6386 Governance, Risk Management and Compliance (GRC)

Cybersecurity Analytics Track
MIS 6316 Data Communications
MIS 6330 Cybersecurity Fundamentals
MIS 6333 Digital Forensics and Incident Management
MIS 6337 Information Technology Audit and Risk Management
MIS 6343 Advanced Cybersecurity Management
MIS 6348 Digital Governance, Risk, and Compliance
MIS 6384 Preparing for Cybersecurity Threats

Data Engineering Track
BUAN 6340 Programming for Data Science
BUAN 6345 SAP Analytics
BUAN 6346 Big Data
BUAN 6347 Advanced Big Data Analytics
BUAN 6358 AWS Cloud Analytics
BUAN 6385 Robotic Process Automation
MIS 6309 Business Data Warehousing
MIS 6363 Cloud Computing Fundamentals
MIS 6383 Advanced Data Management
MIS 6389 AWS Cloud Solution Architecture

Data Science Track
BUAN 6335 Organizing for Business Analytics Platforms
BUAN 6340 Programming for Data Science
BUAN 6341 Applied Machine Learning
BUAN 6342  Applied Natural Language Processing  
BUAN 6346  Big Data  
BUAN 6357  Advanced Business Analytics With R  
BUAN 6382  Applied Deep Learning  
BUAN 6385  Robotic Process Automation  
MIS 6380  Data Visualization

Decisions and Operations Analytics Track

BUAN 6385  Robotic Process Automation  
MIS 6398  Blockchain Technology and Applications  
OPRE 6302  Operations Management  
OPRE 6304  Operations Analytics  
OPRE 6332  Spreadsheet Modeling and Analytics  
OPRE 6335  Risk and Decision Analysis  
OPRE 6377  Demand and Revenue Analytics  
OPRE 6378  Supply Chain Strategy

Financial Analytics Track

ACCT 6301  Financial Accounting  
FIN 6301  Financial Management  
FIN 6307  Mathematical Methods for Finance  
FIN 6352  Financial Modeling For Valuation  
FIN 6353  Financial Modeling for Investment Analysis  
FIN 6360  Derivatives Markets  
FIN 6368  Financial Information and Analysis  
FIN 6382  Numerical and Statistical Methods in Finance  
FIN 6392  Financial Technology and Blockchain  
MIS 6398  Blockchain Technology and Applications

Healthcare Analytics Track

HMGT 6320  The American Healthcare System  
HMGT 6323  Healthcare Informatics  
HMGT 6325  Healthcare Operations Management
Marketing Analytics Track

MKT 6301 Marketing Management
MKT 6309 Marketing Data Analysis and Research
MKT 6336 Pricing Analytics
MKT 6341 Marketing Automation and Campaign Management
MKT 6342 Marketing Customer Insights Development
MKT 6343 Social Media Marketing and Insights
MKT 6345 Quantitative Marketing Decision-Making
MKT 6347 Marketing Analytics Project
MKT 6349 MarTech Ecosystem
MKT 6352 Marketing Web Analytics and Insights
MKT 6353 Customer Analytics and Insights
MKT 6384 Advanced Marketing Web Analytics and Insights

Social Media Analytics Track

BUAN 6335 Organizing for Business Analytics Platforms
BUAN 6340 Programming for Data Science
BUAN 6341 Applied Machine Learning
BUAN 6344 Web Analytics
BUAN 6392 Causal Analytics and A/B Testing
MIS 6334 Advanced Business Analytics with SAS
MIS 6373 Social Media Business
MIS 6378 Customer Relationship Management with Salesforce
MIS 6380 Data Visualization

Enterprise Systems Analytics Track

BUAN 6345 SAP Analytics
BUAN 6386 SAP Cloud Analytics
MIS 6319 Enterprise Resource Planning with SAP
The Graduate Certificate in Applied Machine Learning comprises courses that teach statistics geared towards data science needs, and important concepts in business analytics, machine learning and natural language processing necessary for business applications.

Students pursuing this certificate will be exposed to:

1. Statistical methods to analyze data from observational studies and experimental designs, and to communicate relevant findings to a business audience.

2. Approaches that extract actionable intelligence from firms’ business data for various applications, including (but not limited to) customer segmentation, customer relationship management (CRM), personalization, online recommendation systems, web mining, and product assortment.

3. Machine learning approaches focused on applications to business data, like approaches for text mining, non-linear regression models, resampling methods, neural networks, etc..

4. Natural language processing and related approaches that help gain actionable insights in real-world applications (for example, through the analysis and interpretation of language in the contexts of social media and business text/unstructured data).

Required courses: 12 semester credit hours

- **BUAN 6341** Applied Machine Learning
- **BUAN 6342** Applied Natural Language Processing
- **BUAN 6356** Business Analytics with R
- **BUAN 6359** Advanced Statistics for Data Science

1. Students may use BUAN 6009 only for their first internship and any additional internship must be completed as BUAN 6V98 (3 semester credit hours maximum). Students may use BUAN 6V98 or BUAN 6390 to fulfill the internship requirement. Students are no longer eligible to enroll in BUAN 6009 if they have already completed BUAN 6V98 or BUAN 6390.