

Business Analytics

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Program Codes:

20FS5395MS

The MS in Business Analytics combines foundational knowledge in (1) data management and business intelligence, (2) applied statistics, machine learning, and data mining, with (3) knowledge of business functional areas, analytics applications in specific contexts, and (4) understanding of analytics and information management practice and strategy in organizations. It is targeted both at students with undergraduate degrees from business and other disciplines who seek specialized knowledge and training to work in increasingly data-rich business environments, as well as working professionals looking to develop business intelligence and analytics capability.

The distinguishing feature of the program is in the combination of data management, statistics and machine learning with understanding of business functional areas and processes, analytics application to specific problems, and role of data and analytics in organizational contexts. The program emphasizes hands-on experience with current analytics tools, and experiential learning through capstone analytics projects with organizations.

Admission and Degree Requirements

- [MS in Business Analytics](#)
- [MS in Business Analytics/MBA](#)
- [MS in Business Analytics/MS in Finance](#)
- [MS in Business Analytics/MS in Management Information Systems](#)