ONLINE HYBRID MASTER OF SCIENCE IN

BUSINESS DATA ANALYTICS

be.wvu.edu/data-analytics

"WVU's business data analytics program is unique because you learn more than just statistics and math. We're learning how to present our research in a way that could potentially impact business decisions."

SARABETH PORTER
M.S. in Business Data Analytics student
Business Intelligence and Data Analyst at General Motors

West Virginia University
COLLEGE OF BUSINESS AND ECONOMICS

BUSINESS DATA ANALYTICS

The Business Data Analytics (BUDA) program in the WVU College of Business and Economics is located at the intersection of prescriptive analytics and data science for business. The Business Data Analytics program at WVU is taught by multi-disciplinary faculty across the college. We seek to enhance a students's ability to use analytics and data science techniques to support informed business decisions and increase organization value.

PREREQUISITE COURSEWORK

While there are not pre-requisite courses for this program, candidates should have a strong quantitative and analytical foundation. A master's degree in Business Data Analytics is a great option for candidates with undergraduate degrees in:

- Business
- Statistics
- Engineering
- Computer Science
- Mathematics
- Sciences
- Economics
- Other Quantitative Backgrounds

REGISTRATION DEADLINE

We are reviewing applications on a rolling basis for the Business Data Analytics program. Classes begin in August.

TWO REQUIRED RESIDENCIES

Both residencies take place in Morgantown, WV

- Residency 1 focuses on introducing students to the program through academic advising, eCampus training, statistics boot camp and an introduction to fall semester courses. Students will have the opportunity to get to know classmates, faculty and WVU resources.

- In Residency 2, students will complete a capstone project that integrates across the analytic skills of ethical data collection, data management, basic and advanced statistical analyses, data mining, data modeling, simulation and data visualization using a holistic approach and real world data sets.

ACCREDITATION

Accredited by AACSB International, the principal accreditation agency for business schools. Only 5% of business schools in the world achieve this "gold standard" of accreditation.

SAMPLE PLAN OF STUDY

Fall 1
Foundation of Business Intelligence
Ethics and Data Collection
Business Statistical Methods 1
Business Data Mining

Spring 1
Data Management
Business Statistical Methods 2
Decision Sciences and Analytics
Business Simulation Modeling

Summer 1
Business Data Visualization
Business Analytics Practicum

CURRICULUM-BASED OBJECTIVES

- Develop skills in acquiring, preparing and visualizing data
- Develop and use data mining methods and data science tools
- Understand and use decision models
- Develop and use predictive models

EXPERIENTIAL LEARNING OBJECTIVES

- Provide BUDA students with opportunities to work on business-critical analytics projects
- Provide opportunities for companies to find and evaluate up-and-coming talent in the business analytics field
- Provide students with a real-life assignment as their BUDA capstone project
- Provide companies/organizations with opportunities to create a talent pipeline to fit their business analytics needs

TOOLS AND PLATFORM

Hadoop
ERP Systems
Excel
Access
R, SAS
SQL, NOSQL, NEWSQL
MongoDB
Visio
Tableay
SpotFire
Qlikview

FOR MORE INFO