Business Analytics and Data Science, MS

Requirements for Students Matriculating in or before Academic Year 2020-2021. Learn more about Graduate College Academic Regulation 7.0.

Total Hours: 37 Hours

Required Courses		
BAN 5400	Practicum in Business Analytics	2
BAN 5560	Business Analytics Research and Communications (Research and Communications I)	1
BAN 5560	Business Analytics Research and Communications (Research and Communications II)	1
BAN 5733	Descriptive Business Analytics	3
BAN 5743	Predictive Business Analytics	3
BAN 5753	Advanced Business Analytics	3
MSIS 5503	Statistics for Data Science	3
MSIS 5600	Special Projects in Business Information Systems	3
MSIS 5633	Predictive Analytics Technologies	3
Hours Subtotal		**22**
Electives		
Select 15 hours from the following:		15
ACCT 5183	MBA Financial Reporting	
BAN 5511	Web Analytics and Digital Marketing	
BAN 5521	GIS Applications in Marketing Analytics	
BAN 5530	Consulting in Marketing Analytics	
BAN 5541	Using R in Marketing Analytics	
BAN 5551	Optimization Applications in Marketing Analytics	
BAN 5561	Customer Lifetime Value Models in Marketing	
BAN 5900	Advanced Practicum in Business Analytics	

ECON 5113	Managerial Economics	
EEE 5863	CIE Scholar Practicum	
FIN 5013	Business Finance	
HCA 5013	Survey of Health Care Administration	
MKTG 5133	Marketing Management	
MSIS 5213	Information Assurance Management	
MKTG 5243	Base SAS Programming for Database Marketing	
MKTG 5253	Advanced SAS Programming for Marketing Analytics	
MSIS 5223	Programming for Data Science and Analytics II	
MSIS 5243	Information Technology Forensics	
MSIS 5303	Prescriptive Analytics	
MSIS 5663	Data Warehousing	
MSIS 5673	Descriptive Analytics and Visualization	
MSIS 5683	Big Data Advanced Analytics Technologies	
MSIS 5713	Scripting Essentials	
MSIS 5773	The Upper Layers of Telecommunications Systems	
MSIS 5900	Practicum in Management Information Systems	
STAT 5013	Statistics for Experimenters I	
STAT 5053	Time Series Analysis	
STAT 5213	Bayesian Analysis	
Hours Subtotal		**15**
Total Hours		**37**

Graduate College Master's Program Requirements

Learn more about Graduate College 2020-2021 Master's Degree Program Requirements. Check the General Graduate College academic regulations for minimal GPA, language proficiency and other general requirements.