

## Master of Business Administration MBA- Business Analytics Concentration

<b>August-Business Frameworks</b>			<b>Hours</b>
BUS	5401	Business Frameworks	4
			<b><u>4</u></b>
<b>Fall Semester</b>			
ACC	5300	Accounting: Tools for Management Decision Making	3
QBA	5330	Business Analytics for Decision Making	3
BUS	5390	Management Communication	3
BUS	5101	Focus Firm I	1
BUS	5111	Professional Career Development I	1
—	—	3-hour Required Course	3
			<b><u>14</u></b>
<b>Spring Semester</b>			
BUS	5112	Professional Career Development II	1
—	—	3-hour Required Course	3
—	—	3-hour Required Course	3
—	—	3-hour Required Course	3
—	—	3-hour Elective Course	3
—	—	3-hour Elective Course	3
			<b><u>16</u></b>
<b>Summer</b>			
<i>An MBA Internship is required for all students with less than 2 years of work experience.</i>			
<i>Students with over 2 years of work experience may choose an elective in lieu of an internship:</i>			
	BUS 5v95	MBA Internship	3
<i>Students without a BBA degree must also successfully complete:</i>			
	BL 5104	Business Foundations	1*
			<b><u>3-4*</u></b>
<b>Fall Semester</b>			
BUS	5102	Focus Firm II	1
—	—	3-hour Required Course	3
—	—	3-hour Required Course	3
—	—	3-hour Required Course	3
—	—	3-hour Elective Course	3
—	—	3-hour Elective Course	3
			<b><u>16</u></b>

**53-54 Total Hours Required in Program**

### **MBA Required Courses**

- ECO 5340- Economic Tools for Management Decision Making

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- FIN 5360-Corporate Finance
- MGT 5310-Organizational Behavior
- MGT 5320-Manufacturing and Service Operations
- MGT 5385-Strategic Management
- MKT 5310-Marketing Strategy
- MSIS 5342-Business Intelligence

### Business Analytics Courses

- MIS 5340-Database Management Systems
- MIS 5343-Data Visualization
- Choose 2
  - ECO 5347-Econometrics
  - ECO 5349-Causal Inference
  - ECO 5351-Data Science I
  - ECO 5352-Data Science II
  - MIS 5346-Data Warehousing
  - MKT 5398-Customer Analytics
  - Analytics Internship (prior approval required)

#### Information Systems Department MBA Student Course Electives

Course/Offerings	Focus of Course	Who should take this course?
<b>MIS-5342:</b> Business Intelligence (fall, spring)	This hands-on course is designed to provide practical analytic skills (techniques such as RFM analysis, LOGIT, decision trees, clustering, and market basket analysis) using the leading BI software tools in SAS to address common business problems. <b>Suggested Pre-requisite:</b> basic knowledge of regression analysis	<ul style="list-style-type: none"> <li>• Students interested in the field of business/data analytics or becoming a “data scientist”</li> <li>• Students whose job roles will require them to analyze/evaluate, and discover relationships in large data sets</li> </ul>
<b>MIS-5345:</b> Decision Making Using Excel (fall, spring)	This hands-on course uses advanced features of Excel for data analysis, multiple applications linking, simulation modeling, and decision making under uncertainty to model various types of business problems, to manage/manipulate large data sets, and to work with non-standard (e.g. dirty) data. <b>Suggested Pre-requisite:</b> none	<ul style="list-style-type: none"> <li>• Students who will take jobs requiring strong data analysis and presentation skills (e.g. financial analyst)</li> </ul>
<b>MIS-5346:</b> Data Warehousing (spring only)	This course will cover techniques for designing, implementing, and analyzing data in data warehouses using a hands-on approach. The course also discusses managerial and ethical issues in implementing data warehouses. <b>Suggested pre-requisite:</b> some knowledge of relational databases	<ul style="list-style-type: none"> <li>• Students interested in the field of business/data analytics or becoming a “data scientist”</li> <li>• Students interested in gaining deeper technical insight into the techniques used to organize enterprise data warehouses</li> </ul>
<b>MIS-5355:</b> Management of Information Systems (fall, spring)	MIS-5355 focuses on understanding key issues involved with managing the enterprise IT function. Topics include the role and impacts of IT, IT-business strategic alignment, IT governance, project management, change management, and information assurance. <b>Suggested pre-requisite:</b> none	<ul style="list-style-type: none"> <li>• Students who seek to pursue a future in IT leadership as CIOs or CTOs.</li> <li>• Students with a general management career path who desire to gain a better understanding of how to manage the enterprise IT function.</li> </ul>