

BUSINESS ANALYTICS GRADUATE CONCENTRATION

Concentration in Business Analytics

The Graduate Concentration in Business Analytics provides graduate students within the Hankamer School of Business exposure to concepts and techniques critical to success in the area of business analytics.

The purpose of the Graduate Concentration in Business Analytics will enable graduate students to gain the skills necessary to understand and interpret big data and business analytics.

Admission into the concentration is contingent upon admission into the MBA, MSIS, MAcc, MTax, or the MSEco programs.

The Concentration requirements are as follows:

| Code | Title | Hours |
|--|--|-----------|
| Business Analytics Courses ¹ | | |
| QBA 5330 | Business Analytics for Decision Making | 3 |
| MIS 5340 | Database Management Systems | 3 |
| MIS 5342 | Business Intelligence | 3 |
| MIS 5343 | Seminar in Data Visualization | 3 |
| Select two courses from the following: | | 6 |
| ECO 5347 | Econometric Theory and Methods | |
| ECO 5349 | Causal Inference and Research Design | |
| ECO 5351 | Data Science I | |
| ECO 5V98 | Special Studies in Economics (Data Science II) | |
| MIS 5322 | Advanced Python for Analytics | |
| MIS 5346 | Data Warehousing | |
| MKT 5398 | Directed Studies in Marketing | |
| Total Hours | | 18 |

¹ Substitutions may be made with prior Advisor Approval.