

BUSINESS ANALYTICS CONCENTRATION (MBA/MSIS)

Concentration in Business Analytics

MBA Graduate Program Director: Patsy Norman

Graduate Program Director: Johnny Bhojwani

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 to the Business Analytics Concentration is contingent on admission into the Master of Business Administration and the Master of Science in Information Systems degrees. Additional admissions requirements can be found under the Business School Admissions.

The Degree requirements are as follows:

Code	Title	Hours
Required Framework Courses		
BUS 5401	Business Frameworks	4
Required Core Courses		
ACC 5300	Accounting Tools for Management Decision Making	3
BUS 5050	Graduate Business Colloquium	0
BUS 5101	Focus Firm I	1
BUS 5111	Professional Career Development for First Semester Graduate Students	1
BUS 5112	Professional Career Development for Second Semester Graduate Students	1
BUS 5385	Strategic Management	3
BUS 5390	Management Communication	3
ECO 5340	Economic Tools for Management Decision Making	3
FIN 5360	Seminar in Corporate Finance	3
MGT 5310	Management of Organizational Behavior	3
MGT 5320	Manufacturing and Service Operations	3
MGT 5325	Leadership in the Global Marketplace	3
MKT 5310	Seminar in Marketing Strategy	3
QBA 5330	Business Analytics for Decision Making	3
Business Analytics Courses		
MIS 5342	Business Intelligence	3
MIS 5340	Database Management Systems	3
MIS 5343	Seminar in Data Visualization	3
MIS 5390	Ethics in Data Analytics	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 5352	Data Science II	
MIS 5322	Advanced Python for Analytics	
MIS 5346	Data Warehousing	

MKT 4360	Customer Analytics	
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Required MSIS Courses (Non-thesis)

MIS 5355	Management of Information Systems	3
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As a part of the MSIS curriculum, all MSIS students are required 15 to demonstrate competency in four core content areas: Programming (MIS 5301 is required and any one of the following: MIS 5315, MIS 5317 or MIS 5322) Systems Analysis and Design (MIS 5335) Database (MIS 5340) Information Security (MIS 5305) This competency may be shown by successful completion of specific courses as a part of their matriculation in the MSIS program, or by successful completion of these courses in previous undergraduate information systems or computer science programs:

MIS 5301	Seminar in Object-Oriented Business Programming
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MIS 5315	NET Systems Development
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MIS 5317	Seminar in Java Development
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MIS 5322	Advanced Python for Analytics
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MIS 5335	Information Systems Analysis and Design
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MIS 5340	Database Management Systems
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ISEC 5305	Seminar in Information Security Foundations
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Other MBA Requirements

1-hour internship required for students without 2 years of full-time work experience	1
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Students with more than 2 years can choose to take an elective.

Total Hours	74
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