

BUSINESS ANALYTICS (OMBA)

Admission Requirements

The following documents are used to assess each applicant:

- Detailed resume
- Two letters of recommendation
- Transcripts
- Personal statement (optional)

Applicants must have at least two years of work experience and an undergraduate degree from an accredited US college or university or its equivalent in another country.

Requirements for the OMBA with a Concentration in Business Analytics (BUAN)

Code	Title	Hours
OMBA Core Courses (https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/#OMBACore)		27
<i>Communication Requirement</i>		<i>3</i>
Select one course from the following:		
BUS 5360	Communicating with Data	
BUS 5390	Management Communication	
MGT 5340	Negotiation and Conflict Resolution	
<i>Marketing Requirement</i>		<i>3</i>
Select one course from the following:		
MKT 5310	Seminar in Marketing Strategy	
MKT 5340	Strategic Brand Management	
MKT 5360	Marketing Analytics	
MKT 5380	Crisis Communication Management	
Business Analytics Concentration ¹		
Complete remaining courses in the Business Analytics Concentration		9
Total Hours		42

¹ Students complete all of the Certificate in Business Analytics - Online (<https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/online-master-business-administration-certificates/#excocert>) courses (12 hr.), but one course (3 hr.) overlaps with the OMBA Core Courses (<https://catalog.baylor.edu/graduate-school/curriculum-departments-institutes-instruction/hankamer-school-business/online-master-business-administration/#ombacore>). Students completing this OMBA concentration will also be awarded the corresponding certificate.