MASTER OF SCIENCE IN BUSINESS ANALYTICS

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The MS in Business Analytics program is designed to develop the skills to extract, analyze, interpret and present data for business decision-making. These skills are critical to decision-making in every sector of industry, government and nonprofit organizations. The program emphasizes analytical and statistical tools that enable graduates to use sophisticated means to mine, analyze, evaluate and present data in a variety of organizational environments.

MS in Business Analytics Program of Study

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BAN 610</td>
<td>Introduction to Business Analytics</td>
<td>3</td>
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<tr>
<td>BAN 615</td>
<td>Predictive Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BAN 621</td>
<td>Data Management</td>
<td>3</td>
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<tr>
<td>BAN 622</td>
<td>Data Warehousing</td>
<td>3</td>
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<tr>
<td>BAN 628</td>
<td>Data Mining for Competitive Advantage</td>
<td>3</td>
</tr>
<tr>
<td>BAN 650</td>
<td>Data Visualization for Managers</td>
<td>3</td>
</tr>
<tr>
<td>BAN 668</td>
<td>Python Programming for Data Analysis</td>
<td>3</td>
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<tr>
<td>BAN 690</td>
<td>Business Analytics Capstone</td>
<td>3</td>
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Elective Courses

Select three of the following: 1

- BAN 629 Text Analytics
- BAN 661 Web Analytics and Web Intelligence
- BAN 663 Business Data Analytics with R
- BAN 664 Health Care Analytics
- BAN 665 Big Data and Hadoop
- BAN 667 Design and Analysis of Business Information Systems
- BAN 669 Project Management
- BAN 671 Fundamentals of Blockchain Technology

Total Credits: 33

1 Additional elective business courses are available to students at the discretion of the program director.

MSBA Concentrations

MSBA with Concentration in Marketing

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MBA 645</td>
<td>Marketing Decision Making</td>
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Take one Marketing 600-level elective or similar

MBA 645 is a prerequisite for all MK 600-level courses

MSBA with Concentration in Health Care Management

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BAN 664</td>
<td>Health Care Analytics</td>
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Take the following three electives

- BAN 664 Health Care Analytics
- HM 600 Foundations of Health Care Management

Take one 600-level HM elective

MSBA with Concentration in Finance

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<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>BAN 660</td>
<td>Optimization</td>
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Take the following three electives

- BAN 660 Optimization
- MBA 640 Financial Decision Making (Take FIN 610 only if UG Finance major)
- or FIN 610 Investment and Portfolio Analysis I

Take one MS in Finance 600-level elective

MSBA with Concentration in Supply Chain

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<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tr>
<td>BAN 660</td>
<td>Optimization</td>
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Take the following three electives

- BAN 660 Optimization
- MBA 635 Supply Chain Management in a New Era

Take one of the following:

- MG 642 Logistics Management
- MG 643 Strategic Sourcing and Supply Management
- MK 615 Managing Marketing Channels
- IB 623 International Business Negotiation (Or similar)

Student Learning Outcomes

Upon completion of the MS in Business Analytics program, students will demonstrate the following competencies:

1. **Data Analysis**: Evaluate different techniques used to analyze data.
2. **Data Management**: Explain how data is stored, accessed and retrieved.
3. **Analytical Reasoning**: Apply business analytics techniques and utilize analytical tools for organizational decision-making.
4. **Critical Thinking**: Demonstrate skills in interpreting and presenting analytical results.
Accelerated Dual-Degree BS/MS in Business Analytics (3+1) (http://catalog.qu.edu/graduate-studies/business/business-analytics-ms/accelerated-dual-degree-bs-ms/)

Dual-Degree BS/MS or BA/MS in Business Analytics (4+1) (http://catalog.qu.edu/graduate-studies/business/business-analytics-ms/dual-degree-bs-ms/)

**Admission**

To be admitted to the program, an applicant must have completed an undergraduate degree program with a GPA of at least 3.00. Work experience and recommendations also are strongly considered in the admission process. Standardized test scores (such as GMAT or GRE) submitted by the students in support of the application also are considered, but are not required.

In addition, applicants to the MS in Business Analytics program must possess an undergraduate major, graduate degree or other significant coursework in a quantitatively oriented area, including but not limited to mathematics, actuarial science, statistics, computer science, engineering, operations management, accounting, finance, economics or the natural sciences.

A complete application consists of the following:

1. Program application (submitted online). Go to Quinnipiac's Graduate Admissions (http://www.qu.edu/gradhowtoapply/) webpage.
2. Official transcripts of all undergraduate and graduate work completed.
3. A personal statement.
4. Three letters of recommendation, including at least one from a professional contact.
5. A recent resume.
6. Application fee.

**International Applicants:**

Prospective international students must submit certified translations of official transcripts prepared by World Education Services (http://www.wes.org/) (WES) or another acceptable organization that is approved by Quinnipiac for this purpose.

All applicants from non-English-speaking countries must indicate that they have the language capability to understand business instruction in English and must provide official Test of English as a Foreign Language (TOEFL) scores. In general, a minimum TOEFL Internet-based score of 90 is required for admission (or 233 for computer-based, or 575 for paper-based).

In lieu of TOEFL, applicants may submit International English Language Testing System (IELTS) scores. A minimum score of 6.5 on this exam, a B or above on the Certificate of Advanced English or a C or above on the Certificate of Proficiency in English is required. TOEFL and IELTS scores are valid for two years.

International applicants are required to submit proof of adequate funds to complete their study at Quinnipiac University before an eligibility form (I-20) can be issued. Complete the Statement of Financial Support and submit along with supporting documentation. In addition, a copy of a passport or national ID is required. The Statement of Financial Support (https://www.qu.edu/4aa378/globalassets/global/media/qu/documents/paying-for-college/undergraduate/statement-financial-support-admissions-form.pdf) can be found on the Admissions webpage (https://www.qu.edu/admissions/graduate/apply/international/).