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>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Required Core Courses</strong></td>
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<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 Modeling</td>
<td>3</td>
</tr>
<tr>
<td>BAN 621</td>
<td>Data Management</td>
<td>3</td>
</tr>
<tr>
<td>BAN 629</td>
<td>Text Mining</td>
<td>3</td>
</tr>
<tr>
<td>BAN 622</td>
<td>Data Warehousing</td>
<td>3</td>
</tr>
<tr>
<td>BAN 628</td>
<td>Data Mining</td>
<td>3</td>
</tr>
<tr>
<td>BAN 650</td>
<td>Data Visualization</td>
<td>3</td>
</tr>
<tr>
<td>BAN 690</td>
<td>Business Analytics Capstone</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Elective Courses</strong></td>
<td></td>
</tr>
<tr>
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<td>Select three of the following:</td>
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<tr>
<td>BAN 661</td>
<td>Web Analytics and Web Intelligence</td>
<td></td>
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<tr>
<td>BAN 662</td>
<td>Insurance Analytics</td>
<td></td>
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<tr>
<td>BAN 663</td>
<td>Programming for Data Analysis</td>
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<td>BAN 664</td>
<td>Health Care Analytics</td>
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<td>BAN 667</td>
<td>Business Design and Object-oriented Analysis</td>
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<tr>
<td>BAN 669</td>
<td>Project Management</td>
<td></td>
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<td><strong>Total Credits</strong></td>
<td>33</td>
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1 Additional elective business courses are available to students at the discretion of the program director.

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.

Admission

To be admitted to the program, an applicant must have completed an undergraduate degree program with a GPA of at least 3.0. 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: an application form, application fee, three letters of recommendation, including at least one from a professional contact, a recent resume, a personal statement and official transcripts of all undergraduate and graduate work completed.