

BUSINESS ANALYTICS, MS

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The online Business Analytics master's degree program at St. Bonaventure University is a strategically designed, competitively priced educational opportunity that will prepare you for high-demand roles working with big data.

The Master of Science in Business Analytics program teaches students of any background what they need for a career in business analytics.

The MS in Business Analytics will prepare you to confidently communicate solutions grounded in analytical and visualization methods.

As a business analytics student, you will develop real-world experience analyzing information using data warehousing, business intelligence and advice from expert faculty.

Business Analytics Program Outcomes

- Build a baseline knowledge of **statistics, programming and data** in the context of business problem-solving
- Learn what goes into **collecting, maintaining and analyzing large amounts of information** at the enterprise level
- Solve complex business problems using powerful **methods and technologies**
- Develop a deeper and broader understanding of global business topics through the lens of **ethical decision-making** and enhance your **communication skills**

Degree Requirements

Code	Title	Credits
Foundation Courses		9
MBA-515F	INTRO TO BUSINESS ANALYTICS I	
MSA-601	INTRO TO BUSINESS ANALYTICS II	
CS-504	ANALYTICAL PROGRAMMING	
Core Courses		15
CS-508	DATA WAREHOUSING	
MBA-621	DATA VISUALIZATION	
MSA-628	PREDICTIVE ANALYTICS	
MSA-613	PRESCRIPTIVE ANALYTICS	
MBA-650	BUSINESS ETHICS	
Electives		6
Pick 2 of the following:		
MBA-610	FINANCIAL MANAGEMENT	
MBA-612	MARKETING MANAGEMENT	
MBA-620	MARKETING ANALYSIS FOR DATA DECISION MAKING	
MBA-625	PROJECT MANAGEMENT	
MBA-634	FINANCIAL MODELING	

COM-510	EMBRACING ANALYSIS: MAKING MEANING FROM DATA	
COM-520	EMBRACING RESEARCH: MARKETING COMMUNICATION RESEARCH	
COM-580	EMBRACING THE AUDIENCE: EMPATHY & ETHICS	
COM-590	EMBRACING STRATEGIC THINKING: MARKETING STRATEGY AND PLANNING	
CYB-501	FOUNDATIONS OF CYBERSECURITY, ETHICAL HACKING, PENETRATION TESTING	
CYB-503	Enterprise Security	
CYB-508	APPLIED DATA MINING WITH APPLICATIONS IN CYBERSECURITY	
Capstone		3
MSA-645	ANALYTICS CAPSTONE	
Total Credits		33