Business Analytics, MS

BABUSANMS

Be on the forefront of the eruption of big data. Learn to derive value from data and modeling, lead data-driven analyses and create a critical business advantage. Big Data impacts every part of the global economy, making business analytics specialists one of the fastest-growing careers in our economy.

Program Description

Degree Awarded: MS Business Analytics

Delivered by the highly ranked W. P. Carey Departments of Information Systems and Supply Chain Management, the STEM-designated MS program in business analytics builds on quantitative skills and knowledge needed to advance on the analytics career ladder. The rapid emergence of big data impacts every part of the global economy, making business analytics specialists one of the fastest-growing careers in the economy. Students discover how to derive value from data, lead data-driven analyses and create a business advantage across markets and industries.

Two pathways are available for the master's degree program in business analytics. One pathway is designed for individuals who want to immerse themselves in full-time graduate studies. This program is designed for working professionals seeking to continue working full time while attending school. The other is a nine-month pathway with a lock-step curriculum that consists of quarter-based courses and semester-long courses. The culminating experience delivers real-world experience and develops communication and leadership abilities.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus or online

Concurrent Program Options

This degree is also offered as concurrent degree program with:
Degree Requirements

30 credit hours including the required applied project courses (SCM 593 and CIS 593)

**Required Core (6 credit hours)**
- CIS 508 Data Mining I (3)
- SCM 517 Data-Driven Quality Management (3)

**Restricted Electives (21 credit hours)**
- CIS 505 Introduction to Enterprise Analytics (3)
- CIS 509 Data Mining II (3)
- CIS 515 Business Analytics Strategy (3)
- CIS 560 IT Services and Project Management (3)
- MKT 591 Topic: Marketing Analytics (3)
- SCM 516 Introduction to Applied Analytics (3) or WPC 501 Statistics for Business (2.5)
- SCM 518 Analytical Decision Modeling I (3) or SCM 515 Decision Models for Supply Chain Management (3)
- SCM 519 Analytical Decision Modeling II (3)
- SCM 587 Project Management (3)

**Culminating Experience (3 credit hours)**
- CIS 593 Applied Project (1.5)
- SCM 593 Applied Project (1.5)

**Additional Curricular Information**
Students choose courses totaling at least 21 credit hours from the restricted electives list. If approved by the academic unit, other courses may be used.

Admission Requirements

Applicants must fulfill the requirements of both the Graduate College and the W. P. Carey School of Business.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree from a regionally accredited institution.
Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. GMAT or GRE test scores
4. one letter of recommendation
5. current resume
6. short-answer questions
7. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

The letter or recommendation should comment on the student's motivation, commitment, achievements, work experience and opportunity for success in the program.

Complete application instructions may be obtained from the department website.

Attend Online
ASU offers this program in an online format with multiple enrollment sessions throughout the year. Applicants may view the program description and request more information here.

Application Deadlines
Spring

Contact Information
WPC Graduate Programs | MCRD 350
wpcareymasters@asu.edu | 480-965-3332
Admission Deadlines