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|-----------------|---------------------------------|--------------------|---|
| <b>Program:</b> | <b>Business Analytics</b>       | <b>Dept:</b>       | <b>Information Systems &amp; Ops Management</b> |
| <b>Major:</b>   | <b>Business Analytics</b>       | <b>College:</b>    | <b>Business</b>                                 |
| <b>Degree:</b>  | <b>Master of Science (M.S.)</b> | <b>Major Code:</b> | <b>2610</b>                                     |

The Master of Science in Business Analytics provides students with expertise in processing business data into actionable information. The program provides a theoretical understanding of the principles used in data analysis for business decision making. It also engages students in practical, hands-on, transformative learning experiences with real-world data.

The successful Business Analytics graduates will be able to manage and improve analytics processes, identify big data technologies which support business analytics goals, differentiate analysis models for a variety of business cases, and apply the best model for each case. The successful student will also be able to create meaningful representations of business data and communicate the analysis of that data to business professionals.

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higher for these hours, as approved by the College of Business Graduate office.

\*\*The MSBA Admissions Committee recommends applicants have 1-2 years industry experience, although this is not strictly required.

### Admission Requirements

Submit the following items to the Jackson College of Graduate Studies (JCGS), Nigh University Center, Room 404, University of Central Oklahoma, 100 N. University Drive, Edmond, OK 73034.

Application deadlines for Admission:

- Fall Admission--July 15
- Spring Admission--November 15

Any student who meets the minimum admission requirements is encouraged to submit an application.

Applicants should be aware, however, that admission is competitive and meeting the admission requirements alone does not guarantee admission. All applicants are reviewed by an admissions committee who considers all of each applicant's submitted materials and scores before making offers of admission.

### Admission Requirements (All Applicants)

Also see below for additional requirements based on type of admission.

- Online application for admission [www.uco.edu/graduate/](http://www.uco.edu/graduate/).
- A 500-word letter of application expressing interest in the program and providing any additional information you believe will be helpful for admission decisions. Include how this program fits with your career goals, and how your education or work history has prepared you for this program.
- Bachelor's or advanced degree from an appropriately accredited institution, with an overall grade point average (GPA) of 2.75\* or above. Official copies of undergraduate and graduate transcripts from each institution attended with all degrees posted. All transcripts must be from appropriately accredited institutions.
- Current resume\*\*
- Evidence of English language proficiency, if not a native speaker. See Graduate Admissions information--English Language Proficiency.

\*Students with GPA not meeting these requirements may be granted conditional admission but typically must complete five hours in graduate MSBA courses with cumulative GPA of 3.0 or

Candidates should be willing to participate in a Skype/Phone interview.

Upon notification of acceptance from the Jackson College of Graduate Studies, a student must schedule an appointment with the Director of MSBA Enrollment to complete the enrollment process.

### Other Requirements

- Plan of Study. Each student must file a plan of study with his/her graduate program advisor and the Jackson College of Graduate Studies by the end of the first semester of graduate work. The plan must be signed and dated by the student and the graduate program advisor before it can be considered official.
- Academic Standards. Meet the following standards for the Master of Science in Business Analytics:
  - Overall GPA of 3.00 or higher.
  - No more than six hours of "C".
  - No more than two retakes (including audits and withdrawals) per course.
- Note: All graduate grades, whether repeated or not, will apply to the graduate GPA calculations. No grade of "D" or lower will apply to the degree requirements.
- Final Requirements. Apply for graduation through the JCGS by advertised deadline.

*continued...*

**Program:**

**Business Analytics**

**Major:**

**Business Analytics**

**Graduation Requirements**

**Required Courses.....32 Hours**

| <b>Course Prefix</b> | <b>Course No.</b> | <b>Course Title</b>                  |
|----------------------|-------------------|--------------------------------------|
| MBA                  | 5352              | Managerial and Operational Analytics |
| MSBA                 | 5113              | Spreadsheet Modeling                 |
| MSBA                 | 5223              | Database Foundations for Analytics   |
| MSBA                 | 5232              | Data Visualization                   |
| MSBA                 | 5243              | Financial Modeling and Analysis      |
| MSBA                 | 5303              | Programming for Analytics            |
| MSBA                 | 5314              | Applied Analytics                    |
| MSBA                 | 5324              | Marketing Analytics                  |
| MSBA                 | 5404              | Advanced Applied Analytics           |
| MSBA                 | 5411              | Managing Analytics                   |
| STAT                 | 5213              | Applied Regression Analysis          |

**TOTAL HOURS REQUIRED ..... 32 HOURS**