

# Master of Science in Business Analytics

Let's get started on your degree.

\* What degree level are you currently seeking?

\* How would you like to attend?

\* What area of study interests you?

\* What program interests you?

\* Required field

\*\* Required field if international

Total Program Credits & Course Length:

Total Program Credits: 38

Transfer Credits: Up to 12 credits or 1/3 of the program

Program Tuition Rate:

Online: \$505 per credit.

## Overview

### Become an Expert in Business Analytics and Data

The Master of Science in Business Analytics program prepares students for a career in business analytics with a focus on using big data to help organizations make tactical and strategic decisions. This MS in business analytics degree program is developed for students who already have a business background and practical industry experience. The masters in business analytics program serves as an advanced academic pathway for you to pursue a career in the fast-paced, growing data analytics business environment.

You will engage in and acquire skills in the following core competencies:

- Data Analytics: Ability to frame questions and objectively apply appropriate analytical methods with supporting models to help solve specific business needs.
- Critical Thinking and Problem Solving: Ability to apply critical thinking skills to solve business needs using innovative, analytical approaches; ability to communicate findings in a clear, compelling and usable manner to all stakeholders.

The Master of Science in Business Analytics concludes with an applied capstone project designed to build upon the techniques and tools learned throughout the program. Your project will

concentrate on a specific area of analytics within an organization. You will engage in critical thinking skills to frame analytics problems, develop and apply appropriate analytics models and communicate relevant findings within a business setting.

## Degree Outcomes

### Gain Analytics Knowledge with a Christian Worldview

Graduates of the masters in business analytics online program will be able to articulate the transformative power of analytics to improve the human condition across a variety of facets of human society. You will consider how analytics professionals can help protect and regenerate communities through innovative and ethical practices, as well as how to personally apply analytics with honesty and integrity within your given profession.

### What You Will Learn

#### Acquire Skills to Address Business Needs

You will examine concepts and build working knowledge related to databases with a focus on statistical language, data mining, data visualization, ethical aspects of using data, and descriptive, predictive and prescriptive analytics. The learning experience emphasizes hands-on application using industry tools. You will engage in practical, project-based learning requiring a collection of critical thinking, mathematics and computer skills.

Specific course topics include:

- Applied Business Probability and Statistics
- Applied Analytics for Business
- Introduction to Databases and Intermediate Database Applications
- Performing Analytics Using a Statistical Language
- Prescriptive Analytics and Advanced Topics

## Career Outcomes

### Impact the Business Data Analytics Field

Graduates of this Master of Science in Business Analytics degree program are equipped to pursue a career as a business analyst, business intelligence analyst, data analyst, business analytics manager or business intelligence manager.

## Course List

The programs offered at FordBridge may vary by content and course length.

Major: 38 credits

Total Degree Requirements: 38 credits

#### Program Core Courses

UNV-504: Introduction to Graduate Studies in the College of Business Total Credits: 2 credits

SYM-506: Applied Business Probability and Statistics Total Credits: 4 credits

MIS-600: Applied Analytics for Business Total Credits: 4 credits

MIS-605: Introduction to Databases Total Credits: 4 credits

MIS-610: Intermediate Database Applications Total Credits: 4 credits

MIS-650: Performing Analytics Using a Statistical Language Total Credits: 4 credits

MIS-655: Data Mining Total Credits: 4 credits

MIS-660: Descriptive and Predictive Analytics Total Credits: 4 credits

MIS-665: Prescriptive Analytics and Advanced Topics Total Credits: 4 credits

MIS-690: Applied Capstone Project Total Credits: 4 credits

#### Program Locations

##### Online

Pursue a next-generation education with an online degree from FordBridge. Earn your degree with convenience and flexibility with online courses that let you study anytime, anywhere. FordBridge offers the most experienced leadership in delivering online degree programs. Full-time faculty members and fully trained adjunct instructors, equipped with strong academic backgrounds and practical experience in their fields, support you every step of the way. Designed with the career-oriented professional in mind, our online classes provide an intimate environment that stimulates engaging and challenging discussions. Choose from programs across our distinct colleges, in high-demand employment areas. Classes begin frequently.

\* Please note that this list may contain programs that are not presently offered as program availability may vary depending on class size, enrollment and other contributing factors. If you are interested in a program listed herein please first contact your University Counselor for the most current information regarding availability of the program.