MASTER OF BUSINESS ADMINISTRATIONS (BUSINESS ANALYTICS CONCENTRATION), MBA

As organizations continue to generate, collect, and, store enormous amounts of data, it becomes imperative to analyze historical, current, and predictive views of business operations to better manage enterprise performance. While a general MBA program focuses on the skills necessary for running a business, a concentration in Business Analytics equips students with the knowledge and skills to use Business Analytics to convert available data into useable and actionable information. A concentration in Business Analytics enables an MBA student to gain a competitive edge by learning critical skills needed to use Business Analytics to improve decision making and performance in a dynamic and intensely competitive environment.

Completion of this program will enable students to enhance their knowledge and skills in Business Analytics. Students will be better prepared to take on the challenges of putting data to use to enhance decision making and performance such that the organization continues to succeed, grow, and, remain relevant and competitive.

Admission Process

Students admitted to the MBA graduate degree program at the Jesse H. Jones School of Business are eligible to pursue this concentration.

Course Requirements

The following courses or equivalent thereof must have been completed or must be completed as prerequisites to the MBA level courses:

Code	Title	Hours
ACCT 231	Principles Of Accounting I	3
ECON 2301	Principles Of Economics I (OR)	3
ECON 2302	Principles Of Economics II	
MGSC 239	Business Statistics I	3
MGSC 302	Operations Management I	3
MGMT 300	Principles of Management	3
FIN 301	Basic Financial Management	3
MKTG 306	Principles of Marketing	3
MIS 304	Information Technology	3

Curriculum Summary

Core Courses

Code	Title	Hours
BADM 630	Managerial Communication	3
FIN 621	Fin & Econ Anal	3
MGMT 636	Organizational & Mgmt Theory	3
MGMT 670	Global Strategic Mgmt	3
MGSC 624	Statistical Methods	3
MIS 671	Introduction to MIS	3

MKTG 650	Sem Mktg Probs	3
Total Hours		**21**

Other Required Courses

Code	Title	Hours
ACCT 631	Sem: Managerial Acctg	3
FIN 652	Managerial Finance	3
Total Hours		**6**

Concentration Courses

Code	Title	Hours
MIS 675	Database Management Systems	3
MIS 686	Data Analytics and Visualization	3
MIS 688	Applied Predictive Analytics	3
Total Hours		**9**

Degree Requirements

Students pursuing the MBA with concentration in Business Analytics must meet the academic regulations and requirements of the Jesse H. Jones School of Business and the Graduate School including those related to the minimum GPA and scholastic discipline.