Master of Science in Business Analytics

Curriculum
Employers need skilled individuals who can translate big data into recommendations for profitable actions. A report published by the McKinsey Global Institute said the United States could face a shortage of as many as 190,000 workers with “deep analytical skills” by 2018. The study also predicted a workforce gap of 1.5 million managers and analysts with the skills to decipher and translate data patterns for decision making. This shortage means more and more opportunities for students who are comfortable with data and with managing its volume, velocity and variety.

The Master of Science in Business Analytics degree consists of a set of core courses and a set of electives organized into different tracks: Marketing Analytics, Decision and Operations Analytics, Financial Analytics, Healthcare Analytics and IT for Analytics. The core courses provide a broad and strong foundation in the business analytics area. The core covers statistics and econometrics, predictive modeling, decision and optimization (prescriptive) modeling and data management. Electives provide students with an understanding of how functional areas of a business perform and how they use big data to strategize and meet goals.

Career Options
Graduates of the program seek positions such as: Data Analyst; Business Intelligence Specialist and positions in a variety of industries, ranging from healthcare to entertainment to software companies.

Degree Program
The MS in Business Analytics requires the completion of a minimum of 36 semester credit hours. Calculus is a prerequisite for this degree program.

For complete admission and degree requirements, view the Graduate Catalog at catalog.utdallas.edu.

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