

Business Analytics MS

Master of Science in Business Analytics - Option II Non-Thesis

Core Courses (24 semester hours from the following)

ECO 595 or MKT 595	Applied Business Research (3 semester hours required) Marketing Research Methods	3
BUSA 511	Business Analytics for Managers	3
BUSA 523	Business Analytics Programming	3
BUSA 526	Database Management	3
BUSA 532	Data Warehousing	3
BUSA 537	Business Data Science	3
BUSA 542	Applied Decision Modeling	3
BUSA 521	Business Analytics Capstone (Last Semester)	3

General Option (no minor) 6 semester hours required (Choose 2 courses from below)

BUSA 516	Emerging Technologies and Business Innovations	3
BUSA 522 or ECO 533	Business Forecasting Applied Economic & Financial Forecasting	3
BUSA 533	Cyber Security and IT Auditing	3
BUSA 541	Global Network Design	3
BUSA 535	Ethical Hacking	3
BUSA 539	Cyber Forensics and Information Security Policy Governance	3
BUSA 545	Machine Learning	3
BUSA 547	Data Visualization	3
BUSA 580	Internship in Business Analytics - BUSA	0-4
BUSA 597	Special Topic	3
MKT 524	Consumer and Buyer Behavior Analytics	3
MKT 570	Marketing Analytics & Intelligence	3
MKT 574	Customer Relationship Management	3
MKT 575	Search Engine Optimization	3

or, Advisor Approved Elective

Total Hours **30**

Cyber Security Minor: 9 semester hours required

BUSA 533	Cyber Security and IT Auditing	3
BUSA 535	Ethical Hacking	3
BUSA 539	Cyber Forensics and Information Security Policy Governance	3

Total Hours **30**

Note: Successful completion of the Comprehensive Exam is required of all students.