

Prepared for big jobs in Big Data

Master of Science in Business Analytics (MS-BA)

The W. P. Carey MS-BA delivers the skills and knowledge organizations need to create business advantages. The MS-BA is a STEM-certified degree program that may qualify international students for up to 36 months of full-time employment in the U.S. upon graduation. Rather than emphasizing one area — such as marketing, statistics, or finance — the MS-BA takes a broad view of analytics for business application. Our students develop deep quantitative and analytical skills, and are able to make data-driven recommendations that improve processes and solve business problems.

Offered both full time on ASU's Tempe campus and 100% online, the MS-BA combines courses and faculty from the top-ranked W. P. Carey Department of Information Systems and Department of Supply Chain Management, using a field-tested curriculum to confront real-world analytics challenges.

Curriculum

COURSES

- Introduction to Enterprise Analytics
- Data Mining I
- Data-Driven Quality Management
- Analytical Decision-making Tools I
- Data Mining II
- Analytical Decision-making Tools II
- Marketing Analytics
- Enterprise Information Security and Controls
- Managing Enterprise Systems
- IT Services and Project Management
- Emerging Technologies
- Operations Planning and Execution
- Applied Project

SKILLS

MS-BA students develop deep analytics knowledge and learn a number of critical analytics skills:

- Data management
- Data mining
- Data visualization
- Decision analysis
- Enterprise data modeling
- Machine learning
- Marketing analytics
- Monte Carlo simulation
- Optimization modeling
- Predictive analytics
- Sensitivity analysis
- Statistical modeling

SOFTWARE SYSTEMS

Industry-leading software tools are leveraged throughout the program to apply learning to industry challenges: SAS, Hadoop, Cognos, SAS Enterprise, SPSS, @RISK, Palisades Decision Suite, R, SQL, optimization software, Python, Tableau, Azure ML.

APPLIED PROJECT

The applied project allows student teams to explore areas of mutual interest, applying their insights and experience to real-world analytics problems. Applied projects have been completed for companies in software, electronics, retail, health care, education, and law enforcement.

MS-BA fast facts

- 9-month full-time program on ASU's Tempe campus
- 16-month program offered 100% online
- Combines analytic depth and business acumen
- World-class faculty bring decades of experience to the classroom

The value of a highly ranked program



- No. 1** Innovation
- No. 2** Online graduate business programs
- No. 3** Supply chain and logistics, graduate
- No. 18** Information systems, graduate