Leverage analytics and data to deliver business-critical solutions.

$260 billion worldwide revenue estimate for big data and business analytics in 2022
– IDC, 2018

$77,601 median salary of 2018 domestic and permanent resident MS-BA graduates

Half the world’s population now uses the internet, nearly a 50% increase in just five years.
– Domo, Data Never Sleeps 5.0, 2018

Data scientists do the processing, cleaning, and modeling. But to explain those things to a manager or executive, you need someone who can understand both sides of the coin. Emphasizing that need to communicate the value of data — that is the art of this program.

Sai Giridhar Tata, MS-BA 2016

wpcarey.asu.edu/msba

Graduate Programs
480-965-3332
wpcareymasters@asu.edu
The W. P. Carey MS-BA will deepen your quantitative and analytical skills, allowing you to derive value from data and modeling, lead data-driven analyses, and create a business advantage.

**Introduction to Enterprise Analytics**
Understand contextualized analytics and how data flows and is managed across business processes.

**Data Mining I**
Extract predictive analytics and patterns from numeric data.

**Career Leadership (elective)**
Apply best practices of career management to make an informed career choice and develop career management skills.

**Analytical Decision-making Tools I**
Learn linear, nonlinear, and integer programming, network models, and metaheuristics.

**Introduction to Applied Analytics**
Solve modern supply chain problems, from forecasting demand to inventory management to manufacturing cycle times.

**Data-driven Quality Management**
Improve processes with Six Sigma and Design for Six Sigma, and use DMAIC to implement Six Sigma projects.

**Analytical Decision-making Tools II**
Model situations where uncertainty is a major factor, using decision trees, queuing theory, Monte Carlo simulation, and more.

**Data Mining II**
Support informed decision-making and extract predictive analytics and patterns from non-numeric, unstructured data.

**Business Analytics Strategy**
Align, plan for, direct investments in, and provide governance of processes for renewal of analytic deployments.

**Marketing Analytics**
Analyze product purchase decisions, configure new products, develop market segments, forecast market share, and determine optimal pricing strategies.

**Applied Project**
Address a problem in a domain where the use of your analytics skills yields real-world experience through projects drawn from real business settings that represent important aspects of organizations' deployment of analytics in their business model.

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### STEM-designated program

The STEM designation — administered by the U.S. Immigration and Customs Enforcement agency within the Department of Homeland Security — allows eligible graduates on student visas access to an Optional Practical Training (OPT) extension, up to 36 months, as compared to 12 months for non-STEM degrees.

The longer work authorization term may help international students gain additional real-world skills and experience in the U.S.