

# Business Analytics (career), M.S.

Businesses of all sizes are creating and storing more data than ever before according to IBM—2.5 quintillion bytes per day. Businesses are swimming in data, but often lack the talent and expertise to use it effectively for making decisions, revealing insights, and making predictions. Business analytics experts are changing that. The full-time Master of Science program in business analytics puts students on the leading edge of a burgeoning industry hungry for top notch talent.

Students learn the skills and techniques necessary to turn raw data into actionable insights. Descriptive and diagnostic analytics are just starting points in the program. The skills learned develop students into decision-makers and data scientists adept at using predictive and prescriptive analytics to solve business problems.

The full-time program is located in Iowa City. The plan of study spans 16 months, and includes core courses, internships, and electives.