

Business Analytics, MS

Full-Time Programs

The full-time Master of Science program in business analytics requires a minimum of 33 s.h. of graduate credit. Transfer credit may be accepted with approval from the program. A Graduate College major program grade-point average (GPA) and a UI cumulative GPA of at least 2.75 is required in all coursework. The degree offers three subprograms: artificial intelligence and machine learning, artificial intelligence and technology management, and finance analytics.

The full-time MS in business analytics requires the following coursework.

Requirements	Hours
Core Courses	24
Subprogram Courses	9

Core Courses

Students in all subprograms take the following required courses for a total of 24 s.h.

Course #	Title	Hours
All of these (24 s.h.):		
BAIS:6040	Data Programming in Python	3
BAIS:6050	Data Management	3
BAIS:6070	Data Science	3
BAIS:6120	Analytics Experience	3
BAIS:6140	Visual Analytics	3
BAIS:6250	Applied Deep Learning	3
BAIS:7110	Managerial Communication	1
BAIS:7120	Advanced Technical Communication	1
BAIS:9110	Advanced Analytics	3
BAIS:9400	Professional Development and Business Acumen	1

Subprogram Courses

Artificial Intelligence and Machine Learning

This subprogram provides students with a deeper understanding of artificial intelligence (AI) technologies within a business context.

The MS in business analytics with an artificial intelligence and machine learning subprogram requires the following coursework.

Course #	Title	Hours
All of these (9 s.h.):		
BAIS:6100	Text Analytics	3
BAIS:6105	Social Analytics	3
BAIS:6260	Generative Artificial Intelligence	3

Artificial Intelligence and Technology Management

This subprogram prepares professionals to lead in technology-driven environments, focusing on the intersection of technology and management to equip students with the skills to navigate and lead in a digital world.

The MS in business analytics with a subprogram in artificial intelligence and technology management requires the following coursework.

Course #	Title	Hours
All of these (9 s.h.):		
BAIS:6210	Data Leadership and Management	3
BAIS:6240	Value Creation Using Artificial Intelligence	3
BAIS:9140	Agile Project Management	3

Finance Analytics

This subprogram offers students an interdisciplinary path, i.e., a business analytics degree with a focus on data-driven decision making in finance, preparing them for specific business domains.

The MS in business analytics with a subprogram in finance analytics requires the following coursework.

Course #	Title	Hours
All of these (9 s.h.):		
BAIS:6100	Text Analytics	3
FIN:9300	Corporate Finance	3
MBA:8180	Managerial Finance	3