

# Business Analytics, MS

## Professional Program

The part-time Master of Science program in business analytics (professional) requires a minimum of 30 s.h. of graduate credit. Students must have a Graduate College major program grade-point average (GPA) and a UI cumulative GPA of at least 2.75 to satisfy degree requirements.

With program approval, students may count up to a maximum 6 s.h. of graduate transfer credit toward program coursework requirements. Students who wish to include the 15 s.h. earned from the Certificate in Business Analytics toward the business analytics master's degree may do so as long as the coursework is not more than 10 years old from the date when the business analytics master's degree is conferred.

The part-time Master of Science program in business analytics (professional) requires the following coursework.

Requirements	Hours
Core Courses	18
Electives	12

The core courses develop competency in business analytics skills and key functional concepts while elective coursework allows students to deepen or broaden their proficiencies. Students must complete all course prerequisites before taking a given course. Students should consult MyUI for course availability and/or discuss course offerings with their advisor.

## Core Courses

Course #	Title	Hours
All of these:		
BAIS:6040	Data Programming in Python	3
BAIS:6050	Data Management	3
BAIS:6070	Data Science	3
BAIS:6140	Visual Analytics	3
BAIS:9110	Advanced Analytics	3
One of these:		
BAIS:9100	Data and Decisions	3
MBA:8150	Data and Decisions	3

If a core course is waived, it must be replaced with an approved analytics elective to reach the 30 s.h. of graduate credit.

## Electives

The following list includes all approved electives. Not all courses are offered on a regular basis.

Course #	Title	Hours
12 s.h. from these:		
BAIS:6060	Data Analysis With R	3
BAIS:6100	Text Analytics	3
BAIS:6105	Social Analytics	3
BAIS:6110	Big Data Management and Analytics	3
BAIS:6130	Applied Optimization	3

BAIS:6150	Financial Analytics	3
BAIS:6180	Healthcare Analytics	3
BAIS:6190	Forecasting	3
BAIS:6210	Data Leadership and Management	3
BAIS:6230	People Analytics	3
BAIS:6240	Value Creation Using Artificial Intelligence	3
BAIS:6250	Applied Deep Learning	3
BAIS:6260	Generative Artificial Intelligence	3
BAIS:6280	Cybersecurity	3
BAIS:9010	Contemporary Topics in Analytics	1-3
BAIS:9130	Lean Process Improvement	3
BAIS:9140	Agile Project Management	3
MKTG:9310	Marketing Analytics	3
May include 6 s.h. from these:		
ACCT:9020	Strategic Cost Analysis	3
ACCT:9040	Financial Statement Analysis and Forecasting	3
BAIS:9300	Innovations in Technology	3
ECON:9100	Digital Economics	3
ENTR:9100	Entrepreneurship and Innovation	3
ENTR:9200	Entrepreneurial Finance	3
ENTR:9300	Design Thinking	3
ENTR:9450	Strategic Management of Technology and Innovation	3
ENTR:9500	Managing the Growth Business	3
FIN:9130	Corporate Risk Management and Insurance	3
FIN:9140	Enterprise Risk Management	3
FIN:9150	Financial Modeling and Firm Valuation	3
FIN:9160	Quantitative Finance and Machine Learning	3
FIN:9200	Portfolio Management	3
FIN:9210	Derivatives	3
FIN:9220	Fixed Income Securities	3
FIN:9230	Real Estate Finance and Investments	3
FIN:9240	International Finance	3
FIN:9300	Corporate Finance	3
FIN:9310	Corporate Financial Strategy	3
FIN:9350	Wealth Management	3
MBA:8110	Marketing Management	3
MBA:8120	Management in Organizations	3
MBA:8130	Business Communication	3
MBA:8140	Corporate Financial Reporting	3
MBA:8160	Managerial Economics	3
MBA:8180	Managerial Finance	3
MBA:8240	Operations and Supply Chain	3
MBA:8300	Foundations in Strategy	3

MBA:8430	Communication With Artificial Intelligence and Business Technology	3
MBA:8500	Seminar in International Business	3
MBA:9130	Leadership Communication and Story	3
MGMT:9090	Influence and Constructive Persuasion	3
MGMT:9091	Corporate Social Responsibility and Sustainability	3
MGMT:9092	Effective Managerial Communication	3
MGMT:9110	Dynamics of Negotiations	3
MGMT:9120	Leadership and Personal Development	3
MGMT:9130	Strategic Management of Change	3
MGMT:9170	Human Resources Analytics	3
MGMT:9185	Project Management	3
MGMT:9210	Law and Ethics	3
MGMT:9220	Maximizing Team Performance	3
MGMT:9230	Managing and Preventing Conflict	3
MGMT:9240	Inclusive Leadership	3
MGMT:9250	Managing Employee Performance	3
MGMT:9260	Strategic Employee Development	3
MGMT:9270	Human Resource Management	3
MGMT:9290	Global Business Management	3
MKTG:9015	Social Media Marketing	3
MKTG:9120	Customer Relationship Management	3
MKTG:9155	Digital Marketing Insights, Strategies, and Applications	3
MKTG:9170	Business to Business Marketing	3
MKTG:9190	International Marketing	3
MKTG:9320	Strategic Brand Positioning	3
MKTG:9330	Product and Portfolio Strategy	3
MKTG:9340	Customer Analysis	3
MKTG:9350	Marketing Communication and Promotions	3
MKTG:9370	Customer Experience	3