

# Business Analytics (professional), MS

The digital revolution empowered by the internet and computer technology in business and individual life during the last several decades has generated unimaginable amounts of data in the form of digital records stored in databases and file servers. The volume, velocity, and variety of these data have produced a new set of problems and challenges for businesses and organizations in their pursuit of competitiveness, effectiveness, and efficiency. These problems and challenges also have created unprecedented opportunities for businesses and organizations to discover, model, understand, and serve their customers and partners in ways never imagined and to supply details never possible before. Businesses and organizations that are able to master this volume of data will have a tremendous competitive advantage over their competition in the marketplace.

As the need for business analytics grows, demand for professionals who understand and are capable of working with and exploring this data has exploded in recent years. This program addresses the growing need to manage and analyze the rapidly increasing amount of data that is available to support business decision-making.

Students in the part-time program take analytics and business elective courses online and may choose to take select business electives offered occasionally in-person through the Iowa MBA in Cedar Rapids or Des Moines.

## Learning Outcomes

Graduates will exhibit knowledge and skills relevant to data and its applications in business. They will demonstrate competence in the subareas of:

- descriptive analytics;
- predictive analytics; and
- prescriptive analytics.

Graduates will create and communicate solutions to data-related business problems that impact their organizations and communities. They will:

- approach, address, and solve a loosely defined business problem requiring the use, exploration, and analysis of data; and
- communicate effectively through oral, written, and visual forms.

Graduates will understand and explore ethical and privacy issues related to the use of data in the modern world. They will:

- contemplate ethical and privacy issues arising in their own work; and
- express a working knowledge of the major ethical and privacy issues facing the business-analytics profession, supported with examples from current events.

Graduates will demonstrate the ability to be effective team members in a diverse and complex world. They will:

- engage in effective team processes; and
- lead and support others to achieve collective goals.