

Business Analytics

Chair

- Kang Zhao

Director, Undergraduate Program

- Kristina Bigsby

Codirectors, Master of Business Analytics

- Patrick J. Johanns, Qihang Lin

Director, PhD Program

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Undergraduate major: business analytics and information systems (BBA)

Graduate degrees: MS in business analytics; business analytics subprogram for the PhD in business administration

Graduate certificate: business analytics

Faculty: <https://tippie.uiowa.edu/people?department=Business%20Analytics>

Website: <https://tippie.uiowa.edu/about/business-analytics-department>

The Department of Business Analytics specializes in using advanced computational and mathematical techniques to solve critical business problems. Its strengths in research and instruction include operations management, optimization, machine learning, natural language processing, network science, and data mining.

The department offers the undergraduate major in business analytics and information systems. Off-campus offerings include the part-time Master of Science program in business analytics and a graduate Certificate in Business Analytics, which are offered online. On-campus graduate programs include the full-time Master of Science program in business analytics and the Doctor of Philosophy in business administration with a business analytics subprogram.

The off-campus business analytics (professional) program collaborates with the Professional Master of Business Administration Program to offer combined MS/MBA degrees. Separate application to each degree program is required. Applicants must be admitted to both programs before they may be admitted to the combined degree program.