

BUSINESS ANALYTICS - M.S.

College of Business Administration

Department of Management and Information Systems
A432 Business Administration Building
Kent Campus
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Description

The Master of Science degree in Business Analytics provides students with a comprehensive knowledge of analytics that balances the technologies, analytical methods and business expertise needed to glean useful information from data to make strategic business decisions. The language of business today is dependent on information and data management, and the emergence of advanced technologies for capturing, preparing and analyzing data provides unprecedented opportunities for those with business analytics expertise that spans all industries and organizations.

Students in the Business Analytics major gain the technical, analytical, communication, decision-making and leadership skills needed to be successful business analysts. The curriculum includes integrative capstone analysis projects, and there is an internship option for additional professional development through the on-site College of Business Administration's Career Services Office.

The program starts with a boot camp two weeks before the regular semester to orient students with requirements and technologies.

Fully Offered At:

- Online
- Kent Campus

Accreditation

AACSB, International - The Association to Advance Collegiate Schools of Business

Admission Requirements

- Bachelor's degree in business or in a science, technology, engineering or mathematics discipline from an accredited college or university¹ for unconditional admission
- Minimum 3.000 undergraduate GPA on a 4.000 point scale for unconditional admission
- Official transcript(s)
- GMAT scores with minimum 500 overall (40th percentile in verbal and 60th percentile in quantitative sections minimum) or GRE scores
- Résumé
- Goal statement
- Three letters of recommendation
- English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning one of the following:
 - Minimum 550 TOEFL PBT score (paper-based version)
 - Minimum 79 TOEFL IBT score (Internet-based version)

- Minimum 77 MELAB score
- Minimum 6.5 IELTS score
- Minimum 58 PTE score

For more information about graduate admissions, please visit the Graduate Studies admission website. For more information on international admission, visit the Office of Global Education's admission website.

- ¹ Students entering the program are expected to have the requisite backgrounds in statistics, mathematics, information systems and business required for the program. At a minimum, students should have general knowledge of inferential statistics, adequate general business knowledge, basic knowledge of business information systems and technologies, and a solid understanding of algebra and general mathematics with some exposure to calculus.
- Students who have not passed at least one undergraduate course (minimum B grade) that has substantial coverage of inferential statistics cannot be admitted into the program. Such students may fulfill that requirement by taking the graduate course MIS 64005 before they may be considered for admission.
 - Students must have completed a minimum 3 credit hours of mathematics that includes linear algebra (minimum B grade) before they can be admitted into the program. Deficiencies in mathematics must be met with appropriate undergraduate course(s) (e.g., MATH 21001).
 - Deficiencies in business information systems and technologies, as well as partial fulfillment of the business knowledge requirement, can be obtained by taking the graduate course MIS 64042.
 - Students who have at least three years of experience working in industry may have the academic business requirement waived.
 - Students entering without any business coursework or experience can fulfill that requirement by taking the undergraduate course MIS 24163 and/or the graduate course MIS 64158.

Students must complete these requirements before they start on the related program curriculum. The Business Analytics program director may consider concurrent enrollment according to the strength of the student's baccalaureate curriculum and preparedness, and the courses proposed to take concurrently with the prerequisite courses.

Program Learning Outcomes

Graduates of the program will be able to:

1. Develop proficiency in the framing of both the business problem and the analytics problem.
2. Provide leadership and decision-making abilities using analytics tools in different business contexts throughout the model lifecycle.
3. Develop competencies in identifying data needs and sources, data acquisition and the cleaning and refining of data for analytical processing.
4. Develop competencies in analytical model selection, software selection and model building.
5. Develop competencies in deploying, validating and interpreting analytical solutions.
6. Develop competencies in problem-solving skills and effective verbal and written communications of results to diverse audiences.

Program Requirements

Major Requirements

[MS-BA]

Code	Title	Credit Hours
Major Requirements		
CS 63015	DATA MINING TECHNIQUES	3
CS 63016	BIG DATA ANALYTICS	3
MIS 64018	QUANTITATIVE MANAGEMENT MODELING	3
MIS 64036	BUSINESS ANALYTICS	3
MIS 64037	ADVANCED DATA MINING AND PREDICTIVE ANALYTICS	3
MIS 64038	ANALYTICS IN PRACTICE	3
MIS 64082	DATABASE MANAGEMENT AND DATABASE ANALYTICS	3
MIS 64098	CAPSTONE PROJECT IN BUSINESS ANALYTICS	3
Major Electives, choose from the following:		6
DSCI 61010	ENTERPRISE ARCHITECTURE	
DSCI 64210	DATA SCIENCE	
ECON 62054	ECONOMETRICS I	
HI 60411	CLINICAL ANALYTICS	
KM 60370	SEMANTIC ANALYSIS METHODS AND TECHNOLOGIES	
MIS 64011	SYSTEMS SIMULATION	
MIS 64028	GLOBAL SUPPLY CHAIN BUSINESS MODELS	
MIS 64160	LEADERSHIP AND ORGANIZATIONAL CHANGE	
MIS 64092	INTERNSHIP IN BUSINESS ANALYTICS	
MKTG 65057	MARKETING RESEARCH	
Minimum Total Credit Hours:		30

Graduation Requirements

Minimum 30 credit hours required for the degree is the assumption that a student does not have any unmet requirements she/he needs to be successful in the program. The Business Analytics program coordinator may make further determination of a student's preparedness for the program and what prerequisite courses, if any, may be required.