

# BUSINESS ANALYTICS, MAN

The mission of the Master of Business Analytics program is to prepare its graduates for careers that allow them to manage and make data-driven decisions. Through dedication to rigorous intellectual and ethical standards and the fostering of close, dynamic interaction among faculty and students, the program aims to develop the specialized expertise necessary to negotiate the subtleties and interdependencies of various markets and organizations in both research and decision-making capacities. Graduates of the program must not only be confident of making significant contributions in analysis, problem solving, risk management, trading, and strategic analysis and planning, but they should be firmly committed to impeccable academic and professional conduct.

## Requirements

### Curriculum

#### Degree Requirements

The Master of Business Analytics (MANA) program requires completion of 36 credit hours.

Course ID	Title	Credits
MGSC 7000	Bus Analytics Practicum	3
MGSC 7100	SQL Database Fundamentals and Business Intelligence	3
MGSC 7310	Modeling and Analytics	3
MGSC 7320	Advanced Spreadsheet Modeling	3
MGSC 7330	Business Statistics and Modeling with R	3
MGSC 7340	Web Analytics	3
MGSC 7520	Advanced Modeling and Analytics	3
Five adviser-approved electives		15

### Specializations

MANA students have the option of completing a specialization within the program that allows for in-depth study in a particular business area of interest. All specializations require 9 credit hours. A student cannot count the same course for multiple specializations.

#### Accounting and Finance Analytics

Course ID	Title	Credits
Complete 9 credit hours from the following: <sup>1</sup>		
ACCN 6050	Accounting Measurement, Reporting, and Control <sup>2</sup>	3
ACCN 7130	Financial Statement Analysis	3
ACCN 7140	Advanced Managerial Accounting	3
ACCN 7150	Accounting Information Systems	3
ACCN 7270	Advanced Risk Analytics	3
ACCN 7280	Operational Risk Management	3
ACCN 7290	Accounting Analytics	3
FINE 6020	Analysis for Financial Mgmt <sup>3</sup>	3
FINE 7180	Financial Modeling	3
FINE 7510	Econometrics and Forecasting	3
FINE 7650	Fixed Income Analytics & Modeling	3
Other ACCN or FINE 7000-level elective if approved by adviser and instructor		3

<sup>1</sup> Must take at least one accounting course and at least one finance course.

<sup>2</sup> Required if student has no background in accounting.

<sup>3</sup> Required if student has no background in finance.

#### Energy Analytics

Course ID	Title	Credits
Complete 9 credit hours from the following:		
ENRG 7110	Energy Modeling	3
ENRG 7200	Energy Fundamentals & Trading	3

ENRG 7300		3
ENRG 7500	Energy Risk Management	3
Other ENRG 7000-level elective if approved by adviser and instructor		3

**Marketing and Management Analytics**

Course ID	Title	Credits
Complete 9 credit hours from the following:		
MGMT 6030	Strategic Management	3
MGMT 7010		3
MGMT 7210	Management of Technology and Innovation	3
MKTG 6020	Marketing	3
MKTG 7250	Social Media and Online Marketing	3
MKTG 7280	Data and Analysis for Marketing Decisions	3
Other MGMT or MKTG 7000-level elective if approved by adviser and instructor		3