

Business Analytics MS

Business Analytics MS Web Site (<https://www.etamu.edu/programs/marketing-and-marketing-analytics-ms/>)

Master of Science in Business Analytics - Option II Non-Thesis

This degree requires completion of the degree core, research class, and at least one area of emphasis for a minimum of 30 credit hours.

Business Analytics Core Courses (18 credit hours)

BUSA 526	Database Management	3
BUSA 542	Applied Decision Modeling	3
BUSA 547	Data Visualization	3
BUSA 548	Artificial Intelligence for Business	3
BUSA 549	Data Ethics and Privacy	3
COB 595	Research Methods	3

Business Analytics Emphasis (12 credit hours) Select one emphasis from below:

General Business Analytics Emphasis 12 credit hours:

BUSA 523	Business Analytics Programming	3
or CSCI 516	Fundamental Concepts in Computing and Machine Organization	
BUSA 541	Global Network Design	3
or CSCI 525	Computer Networks	
BUSA 545	Machine Learning	3
or CSCI 574	Machine Learning	

Select one additional Business Analytics elective from the Business Analytics Electives below: 3

Applied Analytics Emphasis 12 credit hours:

ACCT 570	Accounting Analytics	3
MKT 521	Marketing Management and Analytics	3
SCM 545	Supply Chain Analytics & Application	3

Select one additional Business Analytics elective from the Business Analytics Electives below: 3

Business Analytics Electives:

ACCT 570	Accounting Analytics	3
BUSA 523	Business Analytics Programming	3
BUSA 532	Data Warehousing	3
BUSA 537	Business Data Science	3
BUSA 541	Global Network Design	3
BUSA 545	Machine Learning	3
FIN 533	Financial Data Analytics	3
MKT 521	Marketing Management and Analytics	3
MKT 524	Consumer and Buyer Behavior Analytics	3
MKT 570	Marketing Analytics & Intelligence	3
MKT 574	Customer Relationship Management	3
SCM 545	Supply Chain Analytics & Application	3

Total Hours 30

Note: Successful completion of the Comprehensive Exam is required of all students.