

BUSINESS ANALYTICS, M.S.

Program Overview

The objective of the Master of Science in Business Analytics (MSBA) program is to provide students with the knowledge, tools, and skills needed to analyze data and make effective business decisions. Students will be educated in all areas related to business analytics and big data analysis including, but not limited to, data management, visualization, data-mining, machine learning, and integration strategies for analyzing large, structured and unstructured datasets. The program includes a summer capstone project built around student teams with faculty advisors, which will develop business analytics solutions for problems hosted by live business clients. The capstone experience has been designed so students can develop their problem-framing, teamwork, project management, and communication skills for managing business analytics projects in an organization.

Graduate Program Policies

For a complete listing of the College of Business Administration's Graduate Program Policies, please click here (<https://bulletin.lmu.edu/schools-colleges/business-administration/cba-graduate-program-policies/>).

Learning Outcomes

- Graduates will possess the key business foundation necessary to apply business analytic concepts in organizational settings.
- Graduates will be able to create and manage analytics ready data.
- Graduates will demonstrate data analytics and programming skills.
- Graduates will be able to select and apply appropriate data modeling tools to provide insight for the analysis of business situations.
- Graduates will be able to effectively explain business problem and recommend solution based on insight gained from analytic models.

Major Requirements

The Master of Science in Business Analytics (MSBA) is a face-to-face program that starts in the Fall semester and finishes in August. The program can be completed in one year full-time or in two years part-time. The program requires completion of a minimum of 30 semester hours at LMU. All academic requirements must be completed in residence. The MSBA has been designed for people with a statistics/quantitative background, such as engineering, science, computer science, economics, and/or business. Business work experience is not required for this program. Students with an undergraduate business background may waive up to 6 semester hours associated with the two required business foundation core courses.

The specific degree requirements include:

1. 18 to 24 semester hours of core BSAN graduate courses, depending on student's business background
2. Completion of 4 BSAN courses associated with the Capstone Project Experience (6 semester hours)
3. A minimum of 6 semester hours in BSAN analytics course electives beyond core classes. Electives are offered to develop new areas not covered in core classes or support more depth in certain analytic tools or business pathways

Code	Title	Semester Hours
Core Requirements		
Select six to eight of the following:		18-24
BSAN 6010	Fundamentals of Business - Accounting, Finance & Operations (If previous Accounting and Finance courses were taken, take BSAN 6011) or BSAN 6011 Operations and Supply Chain Analytics	
BSAN 6020	Marketing for Managers	
BSAN 6030	Programming for Data Management	
BSAN 6040	Data, Models and Decisions for Analytics	
BSAN 6050	Customer Relationship Management Analytics	
BSAN 6060	Data Management for Business Intelligence	
BSAN 6070	Introduction to Machine Learning	
BSAN 6080	Strategic Analytics Integration	
Subtotal		18-24
Required Capstone Classes		
BSAN 6088	Statistics Bootcamp and Capstone Project Preparation I	0
BSAN 6089	Capstone Project Preparation II: Research Design, Project Management, and People Dynamics	0
BSAN 6090	Capstone Project I	3
BSAN 6095	Capstone Project II	3
Subtotal		6
Electives		
Select at least six semester hours of the following:		6
BSAN 6100	Data Visualization and Geographic Information Systems	
BSAN 6200	Text-Mining and Social Media Analytics	
BSAN 6300	Marketing Analytics	
BSAN 6400	Healthcare Analytics	
BSAN 6198	Special Studies	
Subtotal		6
Total Semester Hours		30-36

4+1 Master of Science in Business Analytics Program Background

The 4+1 Master of Science in Business Analytics (MSBA) Program is designed for undergraduate LMU students who wish to complete the M.S. in Business Analytics degree one year after completing the bachelor's degree. Students admitted to the 4+1 MSBA program will take up to two MSBA courses (6 semester hours) in their senior year (included in undergraduate tuition) that will count toward both the bachelor's degree and the MSBA degree. Accepted students should contact the Graduate Business Programs office for advice for scheduling classes in the senior year and the fifth year.

Admissions Criteria for the 4+1 Master of Science in Business Analytics Program

Undergraduate LMU majors may apply to the Accelerated (4+1) MS in Business Analytics Program after they reach junior standing and have completed 75 semester hours or more of undergraduate coursework with an overall GPA of at least 3.0 for courses taken to date. Applicants

must complete an undergraduate statistics course, earning a B or higher, before taking courses in the MSBA. The application should include:

- Personal statement (1-2 pages)
- Current resume
- Two academic and/or professional recommendations
- A minimum GPA of 3.2 to waive the GMAT/GRE requirement (students with a GPA below 3.2 may apply if they submit GMAT or GRE results)