

# Business Analytics MS

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

### Core Courses (24 semester hours from the following)

BUSA 511	Business Analytics for Managers	3
ECO 595	Applied Business Research (3 semester hours required)	3
or MKT 595	Marketing Research Methods	
BUSA 523	Business Analytics Programming	3
BUSA 526	Database Management	3
BUSA 532	Data Warehousing	3
BUSA 537	Advanced Analytics	3
BUSA 542	Applied Decision Modeling	3
BUSA 521	Project Management (Last Semester)	3

### General Option (no minor) 6 semester hours required (Choose 2 courses from below)

BUSA 516	Emerging Technologies and Business Innovations	3
BUSA 533	Cyber Security and IT Auditing	3
BUSA 535	Ethical Hacking	3
BUSA 539	Cyber Forensics and Information Security Policy Governance	3
MKT 574	Customer Relationship Management	3
MKT 570	Marketing Analytics & Intelligence	3
MKT 524	Consumer and Buyer Behavior Analytics	3
MKT 575	Digital Analytics in Marketing	3
BUSA 545	Machine Learning	3
BUSA 547	Data Visualization	3
BUSA 580	Internship in Business Analytics - BUSA	0-4
BUSA 597	Special Topic	3

or, Advisor Approved Elective

Or

### Cyber Security Minor: 9 semester hours required

BUSA 533	Cyber Security and IT Auditing	3
BUSA 535	Ethical Hacking	3
BUSA 539	Cyber Forensics and Information Security Policy Governance	3

**Total Hours** **30**

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