

BUSINESS ANALYTICS (MBA)

Overview

Business Analytics involves collecting, analyzing, and drawing insights from data so that businesses can make smarter, more effective decisions efficiently. In an increasingly digital and automated world, companies have constant supply of data that has the potential to shape decision making in real time. This information is used for descriptive analytics (what has happened in the past), predictive analytics (what's likely to happen in the future), and prescriptive analytics (what does the data/ insights suggest the company do). MBA students who specialize in Business Analytics are the data experts in their organizations, crafting information systems, dashboards, and models to help create value at every level of the company.

The Business Analytics specialization, a STEM-designated MBA program, demonstrates the importance of data to inform business decision and to provide real-world solutions for companies of all sizes. You will learn the techniques, software, and models necessary to turn complex data into value-generating solutions across a wide range of business functions and industries.

Specific highlights include:

- Qualifying as a STEM-designated MBA program, which allows international students to extend their stay in the United States
- Acquiring strong statistical and analytical foundations
- Engaging with R, Python, and other coding with a degree of fluency and confidence
- Hands-on experience with artificial intelligence (AI), machine learning (ML), and other emerging BizTech solutions
- Using analytical and problem-solving skills in decision-making
- Applying knowledge about the differences among global economies, institutions, and cultures to understand the implications these have on global management
- Recognizing and analyzing ethical and legal problems within applied business situations, choosing a resolution, and justifying that ethical choice
- Effectively contributing to the performance of a group as the group addresses practical business situations and assume a leadership role as appropriate

What jobs do MBA students specializing in Business Analytics pursue?

- Chief Data Officer (CDO)
- Chief Analytics Officer (CAO)
- Management Consultant
- Strategy Analyst
- AI/Machine Learning Business Strategist
- Digital Transformation Consultant
- Analytics Manager
- Financial Analyst
- Business Intelligence Analyst

Program Requirements	Quarter Hours
MBA Core Requirements (9-10 courses)	36-40

Specialization Requirements (3 courses) 12

Total hours required 48-52

Learning Outcomes

- Use analytical and problem-solving skills in decision-making.
- Apply knowledge about the differences among global economies, institutions, and cultures to understand the implications these have on global management.
- Recognize and analyze ethical and legal problems within applied business situations, choose a resolution, and justify that ethical choice.
- Effectively contribute to the performance of a group as the group addresses practical business situations, and assume a leadership role as appropriate.
- Produce a coherent written statement and oral presentation of the analysis of a complex business issue.
- Acquire broad-based knowledge and skills necessary to fulfill their professional goals

Course Requirements for the MBA Program

The MBA program requires completion of 13 courses (52 quarter hours)¹. In addition to the ten core course (40 quarter hours) requirements below, students must select three courses/electives (12 quarter hours) to specialize in a business area of their choice.

Core Course Requirements

Course	Title	Quarter Hours
GSB 601	STRATEGIC MANAGEMENT (MBA)	
GSB 602	BUSINESS ANALYTICS TOOLS (MBA)	4
GSB 610	ACCOUNTING FOR MANAGERIAL DECISION MAKING (MBA)	4
GSB 611	LEADING EFFECTIVE AND ETHICAL ORGANIZATIONS (MBA)	4
GSB 612	MANAGERIAL ECONOMICS (MBA)	4
GSB 613	FINANCIAL MANAGEMENT (MBA)	4
GSB 614	MARKETING MANAGEMENT (MBA)	4
GSB 615	HUMAN CAPITAL STRATEGY AND SCIENCE (MBA)	4
GSB 616	OPERATIONAL EFFICIENCY AND DATA-INFORMED DECISION MAKING (MBA)	4
GSB 699	THE MBA CAPSTONE EXPERIENCE: INNOVATION AND VALUE CREATION (MBA)	4

¹ KGSB may waive an MBA Core Course Requirement up to 4 credit hours if a student's undergraduate major was in the same discipline as the core course and the student earned a grade of "C" or better.

Business Analytics Specialization Requirements

Course	Title	Quarter Hours
Required course:		4
MGT 585	FUNDAMENTALS OF BUSINESS ANALYTICS	
Select 2 of the following courses:		8

MGT 586 DATA VISUALIZATION

MGT 588 DATABASE MANAGEMENT SYSTEMS

MGT 594 MACHINE LEARNING FOR MANAGERS