

BUSINESS ANALYTICS (MBA)

Overview

Using data to inform important business decisions and provide real-world solutions for companies of all sizes is critical to companies' success. Through our Business Analytics MBA concentration, you'll gain the necessary techniques to turn complex data into solutions for organizations in a wide range of industries.

You'll be equipped with the tools to understand, manage and communicate analytics from 'big data'. And you'll learn about core business functions and master the skills that are at the intersection of business and data-science including:

- Accounting
- Decision modeling
- Data visualization
- Finance
- Management
- Marketing
- Operations
- Statistics

Program Requirements	Quarter Hours
MBA Core Requirements (9-11 courses)	32 - 40
Concentration and Elective Course Requirements (5 courses)	20
Total hours required	52-60

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

MBA Core Requirements

Course Requirements for the MBA Program

The MBA program requires completion of sixteen courses (60 quarter hours)¹. In addition to the eleven core course (40 quarter hours) requirements below, students must select five courses/electives (20 quarter hours) to specialize in a business area of their choice.

Core Course Requirements

Course	Title	Quarter Hours
ACC 502	FINANCIAL ACCOUNTING FOR MANAGERIAL DECISION MAKING	4
ECO 502	ANALYSIS OF BUSINESS CONDITIONS	2
ECO 555	MANAGERIAL ECONOMICS	4
FIN 555	FINANCIAL MANAGEMENT	4
GSB 519	BUSINESS ANALYTICS TOOLS (FORMERLY GSB420)	4
GSB 599	STRATEGIC MANAGEMENT CAPSTONE	4
MGT 500	LEADING EFFECTIVE AND ETHICAL ORGANIZATIONS	4
MGT 504	FUNDAMENTALS OF OPERATIONS MANAGEMENT	2
MGT 555	HUMAN CAPITAL STRATEGY AND SCIENCE	4
MKT 555	MARKETING MANAGEMENT	4
GSB 525	BUSINESS INNOVATION & DESIGN (FORMERLY MGT 573)	4

¹ KGSB *may* waive MBA Core Course Requirements up to 8 credit hours if a student's undergraduate major was in the same discipline as these core courses and the student earned grades of "C" or better.

Concentration Requirements

Course	Title	Quarter Hours
MGT 585	FUNDAMENTALS OF BUSINESS ANALYTICS	4
Select 3 of the following 4 courses:		12
MGT 586	DATA VISUALIZATION	
MGT 587	BUSINESS PERFORMANCE ANALYSIS	
MGT 588	DATABASE MANAGEMENT SYSTEMS	
ECO 520	BUSINESS ANALYTICS TOOLS II	