BUSINESS ANALYTICS, MS

Banner Code: BC-MS-BUSA

Graduate Program Office

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Administration

- Mehmet Sekip Alug, Academic Director

The MS in Business Analytics program is a 30-credit hour program designed to be completed in 12 months. The curriculum is structured around a common set of core courses focused on the fundamental business analytics skills (e.g., descriptive, predictive, and prescriptive analytics) and a set of elective courses designed to deepen these business analytics skills within a specific business domain.

Admissions & Policies

Admissions

All students registering for Costello College of Business graduate courses must have graduate standing. Non-degree student status is not available.

Full eligibility and admission requirements can be viewed on the Costello College of Business website (https://business.gmu.edu/programs/graduate/admissions/).

Policies

For policies governing all graduate degrees, see AP.6 Graduate Policies (https://catalog.gmu.edu/policies/academic/graduate-policies/).

Graduate level courses offered by the Costello College of Business cannot be audited.

Requirements

Degree Requirements

Total credits: 30

Required Courses

Code	Title	Credits
Program Orientation		
MSBA 601	Statistics and Software for Business Analytics [1]	0
Core Courses		
MSBA 610	Essentials for Business Analytics: From Data Ethics to Data Driven Decision-making	3
MSBA 615	Database Management for Business Analytics	3
MSBA 618	Programming for Business Analytics	3
MSBA 625	Exploratory Data Analysis and Visualization	3
MSBA 757	Prescriptive Analytics	3
MSBA 738	Data Mining for Business Analytics	3
Capstone		
MSBA 795	Business Analytics Applied Capstone	3
Total Credits		**21**

[1] Required self-paced course that must be completed before the start of classes.

Electives

Code	Title	Credits
Select 9 credits from the following:		9
ACCT 661	Advanced Accounting Analytics I	
ACCT 665	Advanced Accounting Analytics II	
ACCT 673	Advanced Accounting Information Systems	
MBA 720	Marketing Analytics	
or GBUS 720	Marketing Analytics	
MBA 721	Marketing Research	
or GBUS 721	Marketing Research	
MBA 739	Advanced Data Mining for Business Analytics	
or GBUS 739	Advanced Data Mining for Business Analytics	
MBA 740	People Analytics	
or GBUS 740	People Analytics	
MKTG 652	Customer Analytics	
MSBA 639	Supply Chain Analytics	
MSBA 663	Pricing Analytics	
MSBA 655	Retailing Analytics	
MSBA 692	Practicum in Business Analytics	
MSBA 697	Special Topics in Business Analytics	
MSBA 743	Business Forecasting	
Other courses in analytics offered outside of the Costello College of Business may be taken with approval.		
Total Credits		**9**

Accelerated Master's

Bachelor's Degree (any)/Business Analytics, Accelerated MS

Overview

This BAM Pathway will provide the opportunity for Mason undergraduates to further their education by offering a specialized accelerated program that helps them develop the fundamental knowledge (e.g. descriptive, predictive, and prescriptive analytics) to deepen business analytics skills within a specific business domain.

Undergraduates may be admitted to the bachelor's/accelerated master's program (BAM) and obtain both a BA or BS in any degree area and a MS

in Business Analytics in an accelerated time-frame after satisfactory completion of a minimum of 138 credits.

See AP.6.7 (https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7) Bachelor's/Accelerated Master's Degree for policies related to this program.

Students in an accelerated degree program must fulfill all university requirements for the master's degree. For policies governing all graduate degrees, see AP.6 Graduate Policies (https://catalog.gmu.edu/policies/academic/graduate-policies/)

BAM-MS Business Analytics Pathway Admission Requirements

Applicants in all graduate programs at George Mason University must meet the admission standards and application requirements for graduate study as specified in Graduate Admissions Policies and Bachelor's/Accelerated Master's Degree policies. For information specific to this accelerated master's program, see the Costello College of Business website (https://business.gmu.edu/programs/graduate/admissions/).

Students will be considered for admission into the BAM pathway after completion of a minimum of 60 credits and additional unit-specific criteria.

Students who are accepted into the BAM pathway will be allowed to register for graduate-level courses after successful completion of a minimum of 75 undergraduate credits, MSBA 601 (0 credit hour primer course), and course specific pre-requisites.

Accelerated Master's Admission Requirements

Students already admitted in the BAM pathway will be admitted to the MS in Business Analytics program if they have met the unit-specific criteria, found here (https://business.gmu.edu/programs/graduate/admissions/) and as verified on the Bachelor's/Accelerated Master's Transition form.

BAM MS in Business Analytics Pathway Requirements

Students who are accepted into the MSBA BAM pathway will be allowed to register for graduate level courses after successful completion of a minimum of 75 undergraduate credits and MSBA 601 (0 credit hour primer course).

To maintain the integrity and quality of both the undergraduate and graduate degree programs, undergraduate students interested in taking graduate courses choose from the following:

Code	Title	Credits
Advanced Standing courses (up to 12 credits; grade of B- or better required):		
MSBA 610	Essentials for Business Analytics: From Data Ethics to Data Driven Decision-making	3
MSBA 615	Database Management for Business Analytics	3
MSBA 618	Programming for Business Analytics	3
MSBA 625	Exploratory Data Analysis and Visualization	3

These advanced standing courses can count as Reserve Credit courses (up to 6 credits) instead.

For more detailed information on coursework and timeline requirements, see AP.6.7 Bachelor's/Accelerated Master's Degree (https://catalog.gmu.edu/policies/academic/graduate-policies/#ap-6-7) policies.

Dual Degree Options

Accounting, MS and Business Analytics, MS Dual Degree

Admissions

All students registering for Costello College of Business graduate courses must have graduate standing. Non-degree student status is not available.

Full eligibility and admission requirements can be viewed on the Costello College of Business website (https://business.gmu.edu/programs/graduate/admissions/).

Policies

For policies governing all graduate degrees, see AP.6 Graduate Policies (https://catalog.gmu.edu/policies/academic/graduate-policies/).

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Requirements

Total credits: 48

Accounting Courses

Code	Title	Credits
ACCT 633	Advanced Issues in Financial Reporting	3
ACCT 636	Fraud Examination	3
ACCT 651	Advanced Issues in Taxation	3
ACCT 661	Advanced Accounting Analytics I	3
ACCT 673	Advanced Accounting Information Systems	3
ACCT 795	Global Accounting Environment	3

Business Analytics Courses

Code	Title	Credits
MSBA 618	Programming for Business Analytics	3
MSBA 625	Exploratory Data Analysis and Visualization	3
MSBA 738	Data Mining for Business Analytics	3
MSBA 757	Prescriptive Analytics	3
MSBA 795	Business Analytics Applied Capstone	3
MSBA Elective 3 Credits		3

Shared Courses

Code	Title	Credits
MSBA 610	Essentials for Business Analytics: From Data Ethics to Data Driven Decision-making [1]	3
MSBA 615	Database Management for Business Analytics [1]	3
ACCT 665	Advanced Accounting Analytics II [2]	3
ACCT 771	Audit Analytics [2]	3

[1] Counts as a general elective for the Accounting, MS.

[2] Counts as a restricted elective for the Business Analytics, MS.