



With the confidence that comes from the knowledge to expertly wield analytical tools and interpret data to drive decisions, **AVANTI TATIRAJU** is harnessing her education, experience and influence to improve outcomes in health care.

# INFLUENCE

## **MASTER OF SCIENCE IN BUSINESS ANALYTICS**

Transform data into strategic action, influence decision-making and strengthen operational efficiency with the knowledge, tools and techniques practiced and perfected in Oakland University's STEM-designated Master of Science in Business Analytics (MSBA) program.

Through a program based on experiential learning, including corporate-sponsored projects, graduates of OU's MSBA are prepared to meet the increasing demand for data-savvy professionals equipped to address business challenges across industries.

OU's MSBA is designed for professionals seeking to deepen their understanding and develop their skills in harnessing data to identify opportunities, respond to challenges, drive decisions and implement successful solutions.

Graduates of the program will be equipped to use data to generate insight and solve business problems across industries and disciplines. Industries experiencing strong growth in the use of

business analytics include financial services, retail, health services, accounting and auditing, transportation and logistics, entertainments, sports and travel.

### **IN-DEMAND CAREERS**

Employment in business intelligence and related fields is projected to grow 31% by 2029, according to the U.S. Bureau of Labor Statistics. In addition, data scientist topped Glassdoor's list of Best Jobs in America four years in a row and CNBC recently listed operations research analyst among the 15 jobs that will be in high demand for the next five years.

## DEGREE AND COURSE REQUIREMENTS

Oakland University's Master of Science in Business Analytics (MSBA) program requires a minimum of 30 credits. The program is structured around four modules — preparatory and foundation courses, IT core courses, business analytics courses and the capstone course.

### PREPARATORY AND FOUNDATION COURSES

These courses are required for students who lack an information systems background. Students with the necessary background will be waived from these courses. Credits from these courses do not count toward the degree.

#### Preparatory

- MIS 3050 Information Technology Foundations

#### Foundation

- MIS 5240 Enterprise Information Systems
- QMM 5100 Quantitative Methods for Managers

### IT CORE COURSES

Provides analysis, design and implementation skills.

- MIS 5140 Introduction to Databases and Data Warehousing
- MIS 5160 Software Program and Project Management
- MIS 5460 Business Analytics

Students waived from IT core courses must select other graduate business analytics electives to complete their program.

### BUSINESS ANALYTICS

#### Required Course

- MIS 5560 Introduction to Data Science

#### Choose five from the following:

- MIS 5470 Practical Computing for Data Analytics
- MIS 5500 Web Analytics
- MIS 6060 Advanced Databases and Big Data Management
- POM 5410 Operations Analytics
- QMM 6400 Management Science
- QMM 5520 Forecasting
- MIS 6900 ST: Deep Learning and Text Analytics
- MIS 6900 ST: Social Network Analysis
- MIS 6900 ST: Advanced Analytics with Python
- MIS 6900 Other Special Topics in Management Information Systems

### CAPSTONE COURSE

Synthesizes students' knowledge and applies it to address issues in one or more areas of focus.

- MIS 6940 Project Seminar

For program requirement details, please reference the Oakland University 2021-23 Graduate Catalog at [catalog.oakland.edu](http://catalog.oakland.edu).

### SAS ANALYTICS SPECIALIZATION

Through a collaboration with SAS, a worldwide leader in analytics software, students in Oakland University's MSBA can earn a Tier 2 Academic Specialization in SAS Analytics as part of their degree program. This additional specialization recognizes the ability to leverage leading SAS analytical tools for statistical analysis, data mining, forecasting, machine learning, text mining, and visual data analytics. Oakland students also can access SAS software, and attend expert presentations and special webinars.

### APPLICATION REQUIREMENTS

1. Application for graduate study
2. Curriculum vitae or resumé
3. Official transcripts from all the colleges and universities attended
4. Official transcripts providing evidence of an earned baccalaureate degree
5. Official GMAT or GRE scores (waivable under certain conditions)
6. Email addresses of two individuals who will write your recommendations

#### International Students

1. Transcript evaluation (for degrees earned from a college or university outside of the United States)
2. Proof of English language proficiency
3. International supplemental application and supporting documents

### ADMISSION DEADLINES

All application materials must be received by:

- July 15 for fall semester
- November 15 for winter semester
- March 1 for summer semester

#### International students

- May 1 for fall (September) admission
- September 1 for winter (January) admission
- January 1 for summer (May) admission

Graduate assistantship application due April 1 for all students.

### OPTIONAL PRACTICAL TRAINING (OPT)

OU's MSBA program is STEM-coded. Students can apply for a 24-month STEM extension after completing 12-month OPT.