KANIA SCHOOL OF MANAGEMENT

Master of Science in Business Analytics

WHY SCRANTON?
A University of Scranton MS

Flexible programming. Jesuit Values. Successful Outcomes. You'll find all of this – and more – when you choose The University of Scranton for your MS in Business Analytics studies. Our top-notch faculty will work alongside you as your pursue a higher level of education in our MS in Business Analytics program which is housed in the AACSB-accredited Kania School of Management.

AT A GLANCE

- The 30 credit-hour MS in Business Analytics program curriculum is designed to provide students with specialized knowledge in using advanced analytics techniques such as data visualization, predictive analytics and prescriptive analytics to solve business problems.
- Use appropriate technologies in gathering and analyzing data relevant to managerial decision-making (e.g. data mining, optimization, and simulation techniques).
- Analyze ineffective business practices that result from poorly integrated business practices.
- Advance skills to analyze structured and unstructured data to gain better insights resulting in well-informed decisions.
- Learn the principles of the business applications of Big Data, Internet of Things (IOT), Artificial Intelligence (AI) and their ethical use.

OUTCOMES

Someone with an advanced degree in business analytics may find themselves in a wide range of upper-level career paths including but not limited to:
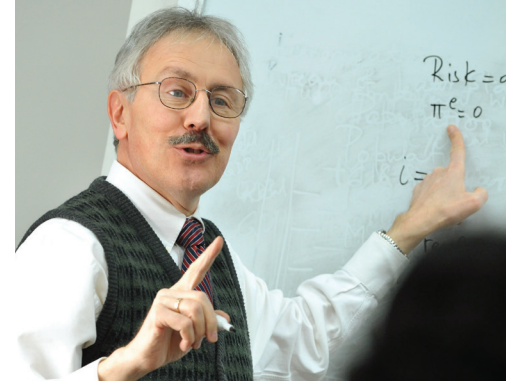
- Business intelligence analyst
- Data analyst
- Management analyst
- Market research analyst
- Operations research analyst

FILLING A GROWING NEED

Business analytics is one of the fastest growing professions in the country, with job opportunities available in virtually every type of industry.

The U.S. Bureau of Labor Statistics projects double-digit employment growth for management analysts and market research analysts from 2016 to 2026, with employment growth projections for operations research analysts reaching as high as 27 percent between 2016 and 2026.

ONE-TO-ONE LEARNING
Faculty Engagement

PERSONAL ATTENTION
- Learn from an incomparable faculty with world-class expertise that will challenge and inspire you.
- Work with a faculty mentor who will assist your personal academic planning throughout the program.

AACSB Accreditation

The Kania School of Management is fully accredited by **AACSB International** (Association to Advanced Collegiate Schools of Business). We are the only university in Northeastern Pennsylvania to receive this accreditation. Worldwide, only five percent of business schools are accredited by AACSB. AACSB accreditation is a seal of approval that reflects the high quality of a business school. Evaluation is done every five years including self-evaluations, peer reviews, committee reviews, faculty qualifications, and curricula.

JESUIT VALUES

- *A strong emphasis on ethics, social justice & environmental responsibility*
- *Corporate social responsibility*
- *Develop well-rounded & thoughtful contributors to society*
- *Dedication to excellence in education & care for the entire person*
- *Highlighting global perspectives*

AACSB
ACCREDITED

CURRICULUM *Programs of Study*

30 credits required for awarding of degree

Core Courses:

BUAN 571: Introduction to Business Analytics
BUAN 572: Data Mining
BUAN 576: Business Database Management Systems
BUAN 578: Business Intelligence
BUAN 590: Big Data Capstone Project

Elective Courses *(15 credits required)*:

BUAN 573: Business Analytics Using R
BUAN 574: Business Forecasting Models
BUAN 575: Business Simulation
BUAN 577: Data Visualization
BUAN 584: Special Topics in Business Analytics
BUAN 585: Big Data Ethics
BUAN 586: Applied Business Statistics
BUAN 587: Customer Relationship Management
BUAN 588: Business Analytics Using Python

WHAT NEXT? *HOW TO PROCEED FROM HERE*

Applicants who have questions about our nondiscrimination policy, or have concerns about discrimination on the basis of sex should contact: Title IX Coordinator, c/o • The Office of Equity & Diversity • Institute of Molecular Biology & Medicine, Rm 311 • TitleIX@scranton.edu • 570.941.6645

CONTACT THE PROGRAM DIRECTOR

You are encouraged to contact the Program Director, Dr. Nabil Tamimi, for information on the academic components of the MS in Business Analytics program. To contact Dr. Tamimi, please email **nabil.tamimi@scranton.edu** or call **570.941.4288.**

APPLY NOW

We welcome applications on a rolling basis for all available terms. To apply to the MS in Business Analytics program, or for additional application and admission information, please visit: **scranton. edu/gradapply**

SCHEDULE A VISIT

Personal appointments with an Admissions representative are offered Monday through Friday and can provide insight to the application and admission process. Sign up online to register for your visit at: **scranton.edu/gradvisit**

ADMISSIONS CRITERIA FOR ACCEPTANCE

Admission to the MS in Business Analytics program is based on a combination of indicators including previous academic performance and three professional letters of recommendation. Students without business knowledge in statistics, management science and information systems may need to take extra foundation course as determined by the Program Director.

DO MORE

Graduate Assistantships

Graduate assistantships are available on a competitive basis to graduate students who seek to strengthen the breadth and quality of the educational experience. Graduate assistants work with faculty and staff in the areas of teaching, research and/or administration. The graduate assistant is awarded a tuition scholarship as well as a stipend.
More at: **scranton.edu/ga**

Career Development Services

Students have full access to the services of the Gerard R. Roche Center for Career Development, which include resume and cover letter writing, interview and job search techniques, and participation in employer on-campus recruiting visits and Career Expos. Students and alumni can access a wide range of employment opportunities through the office's online job posting system. The career team is available to consult for advice and support throughout your career.
More at: **scranton.edu/careers**

CONTACT

570.941.4415

gradadmissions@scranton.edu

scranton.edu/gradeducation

LOCATION

The University of Scranton Office of Graduate Admissions,
The Estate, Scranton, PA, 18510-4699