

# BUSINESS: ANALYTICS, MS

## REQUIREMENTS

### MINIMUM GRADUATE SCHOOL REQUIREMENTS

Review the Graduate School minimum degree requirements (<https://guide.wisc.edu/graduate/#requirements>) and policies (<https://guide.wisc.edu/graduate/#policies>), in addition to the program requirements listed below.

### MAJOR REQUIREMENTS

#### MODE OF INSTRUCTION

Face to Face	Evening/Weekend	Online	Hybrid	Accelerated
Yes	No	No	No	Yes

#### Mode of Instruction Definitions

**Accelerated:** Accelerated programs are offered at a fast pace that condenses the time to completion. Students typically take enough credits aimed at completing the program in a year or two.

**Evening/Weekend:** Courses meet on the UW-Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.

**Face-to-Face:** Courses typically meet during weekdays on the UW-Madison Campus.

**Hybrid:** These programs combine face-to-face and online learning formats. Contact the program for more specific information.

**Online:** These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

### CURRICULAR REQUIREMENTS

#### Requirement Detail

Minimum Credit Requirement	30 credits
Minimum Residence Credit Requirement	24 credits
Minimum Graduate Coursework Requirement	15 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: <a href="https://policy.wisc.edu/library/UW-1244">https://policy.wisc.edu/library/UW-1244</a> ( <a href="https://policy.wisc.edu/library/UW-1244/">https://policy.wisc.edu/library/UW-1244/</a> ).
Overall Graduate GPA Requirement	3.00 GPA required. Refer to the Graduate School: Grade Point Average (GPA) Requirement policy: <a href="https://policy.wisc.edu/library/UW-1203">https://policy.wisc.edu/library/UW-1203</a> ( <a href="https://policy.wisc.edu/library/UW-1203/">https://policy.wisc.edu/library/UW-1203/</a> ).

Other Grade Requirements n/a

Assessments and Examinations No formal examination is required.

Language Requirements No language requirement.

### REQUIRED COURSES

22 core credits, in addition to 8 credits of electives, are required for the Business: Analytics MS.

Code	Title	Credits
<b>Core</b>		
GEN BUS 656	Foundations of Statistical Learning for Business Analytics	2
GEN BUS 657	Machine Learning and Artificial Intelligence Models for Business Analytics	2
GEN BUS 705	Statistics and Programming for Business Analytics	3
GEN BUS 720	Data Visualization for Business Analytics	1
GEN BUS 730	Prescriptive Modeling and Optimization for Business Analytics	2
GEN BUS 740	Experiments and Causal Methods for Business Insights	2
GEN BUS 746	Advanced SQL & Data Warehousing	2
GEN BUS 760	Data Technology for Business Analytics	2
GEN BUS 777	Consulting Skills Bootcamp	1
GEN BUS 780	Cloud Technology for Business Analytics	1
GEN BUS 790	Consulting Project Capstone	3
GEN BUS 840	Current Topics in Business Analytics and Artificial Intelligence	1

#### Electives

Choose 8 credits from the following.		8
ACT SCI 654	Regression and Time Series for Actuaries	
ACT SCI 655	Health Analytics	
ACT SCI 657	Risk Analytics	
FINANCE 635	Business Valuation	
GEN BUS 745	Robotic Process Automation	
INFO SYS 723	Text Analytics and Business Application	
MARKETNG 710	Marketing Research	
MARKETNG/OTM 727	Information Technology in Supply Chains	
MARKETNG 745	Digital Marketing Analytics	
MARKETNG 755	Marketing in a Digital Age	
MARKETNG 775	Social Media Marketing	
MARKETNG 779	Bayesian Machine Learning for Marketing	
MARKETNG 815	Marketing Analytics	
MARKETNG 840	Current Topics in Marketing	

M H R 610	Compensation: Theory and Administration
M H R 614	People Analytics
M H R 617	Diversity in Organizations
M H R 640 & M H R 641	Creative Destruction Lab I and Creative Destruction Lab II
M H R 723	Business Strategy
OTM 701	Product Management
OTM 714	Supply Chain Analytics
OTM/ MARKETNG 727	Information Technology in Supply Chains
OTM 752	Project Management
REAL EST 710	Real Estate Finance
REAL EST 715	Techniques of Real Estate Valuation
R M I 660	Risk Analytics and Behavioral Science
R M I 655	Risk Financing Techniques
R M I 705	Risk Management and Technologies in a Digital Age
<b>Total Credits</b>	<b>30</b>

In addition to the Approved Electives, students may request alternative business school elective courses based on their interests. These requests will need to be approved by the MSBA academic leadership team.

Students in this program may not take courses outside the prescribed curriculum without faculty advisor and program director approval. Students in this program cannot enroll concurrently in other undergraduate or graduate degree programs.