

BUSINESS: DATA, INSIGHTS, AND 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
No	No	Yes	No	No

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

Requirements	Detail
Minimum Credit Requirement	30 credits
Minimum Residence Credit Requirement	22 credits
Minimum Graduate Coursework Requirement	15 credits must be graduate-level coursework. Refer to the Graduate School: Minimum Graduate Coursework (50%) Requirement policy: https://policy.wisc.edu/library/UW-1244 (https://policy.wisc.edu/library/UW-1244/).
Overall Graduate GPA Requirement	3.00 GPA required. Refer to the Graduate School: Grade Point Average (GPA) Requirement policy: https://policy.wisc.edu/library/UW-1203 (https://policy.wisc.edu/library/UW-1203/).

Other Grade Requirements n/a

Assessments and Examinations No formal examination is required.

Language Requirements No language graduation requirement.

REQUIRED COURSES

Code	Title	Credits
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 730	Prescriptive Modeling and Optimization for Business Analytics	2
GEN BUS 740	Experiments and Causal Methods for Business Insights	2
GEN BUS 745	Robotic Process Automation	2
GEN BUS 746	Advanced SQL & Data Warehousing	2
GEN BUS 881	Business Statistics Using Python	2
GEN BUS 882	SQL Fundamentals	2
GEN BUS 883	Data Visualization & Cloud Technologies	2
GEN BUS 884	Applied Analytics – Case Studies	2
GEN BUS 885	Python Fundamentals	2
GEN BUS 891	Text Mining and Generation for Business Analytics	2
GEN BUS 893	Analytics Consulting Project Management	2
GEN BUS 894	Pitfalls, Ethics, Communication, and Leadership in Business Analytics	2
GEN BUS 895	Masters Capstone in Business Analytics	2
Total Credits		30

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.