Business Analytics (MS)

This program is offered by the George Herbert Walker School of Business and Technology and is available at the St. Louis main campus, via Webnet+ and the San Antonio campus.

Program Description

Business analytics is the process of transforming data into insights to improve business decisions. The MS in Business Analytics focuses on developing and applying analysis and analytics skills to fulfill significant needs in the Business and Marketing field. Data understanding, data visualization, descriptive and predictive modeling are some of the tools used to create insights from data in the business context. Student will integrate business concepts as well as key methods and tools available for modeling, analysis, and solving challenging problems involving business and marketing data.

Learning Outcomes

By the end of the program, students will be able to:

- Understand and critically apply the concepts and methods of business analytics.
- Identify business problem, prepare and implement suitable analytical model.
- Interpret results and possible solutions.
- Identify appropriate courses of action for a given business and marketing situation.
- Create viable solutions to business decision making problems.

Program Curriculum

The 36 credit hours for the MS in business analytics requires the following courses:

Required Courses

- BUSN 5200 Basic Finance for Managers (3 hours)
- MRKT 5000 Foundations of Marketing Strategic Thinking (3 hours)
- CSDA 5130 Social and Ethical Issues in Analytics (3 hours)
- BUSN 5250 Enterprise Systems (3 hours)
- CSIS 5300 Database Systems (3 hours)
- BUSN 5760 Applied Business Statistics (3 hours)
- CSIS 5320 Data Analytics Foundations (3 hours)
- CSDA 5310 Data Visualization (3 hours)
- CSIS 5420 Machine Learning for Business Analytics (3 hours)
- MRKT 5895 Marketing Analytics (3 hours)
- BUSN 6160 Integrated Business Processes and ERP (3 hours)
- BUSN 6185 Business Intelligence and ERP (3 hours)

Admission

See the Admission section of this catalog for general admission requirements. Students interested in applying must submit their application online at www.webster.edu/apply. Transcripts should be sent from your institution