College of Business

Catalog Year: Fall 2025 - Summer 2026

Program of Work
Master of Science in Business Analytics (STEM)

The Master of Science in Business Analytics is designed to prepare graduates to identify and implement opportunities for the strategic use of business analytics. Students gain knowledge of a broad range of disciplines and functions in business as well as specialized knowledge of business analytics and its accompanying skill set. An intensive curriculum covering business intelligence, data mining, econometrics, marketing research, statistical techniques prepares students for careers in the field of business analytics.

Required Advanced Courses
Course
ACCT 5307 Measurement & Analysis for Business Decision Making
MANA 5344 Evidence-Based Management
INSY 5337 Data Warehousing and Business Intelligence
INSY 5339 Data Mining
ECON 5337 Business and Economic Forecasting
INSY 5336 Python Programming
INSY 5378 Data Science
INSY 5344, INSY 5376, INSY 5377, INSY 5380, or **MARK 5337**
BSTAT 5325 Advanced Methods for Analytics
COB Elective **
INSY 5379 Business Analytics Capstone Project

When there is equivalent coursework experience, the student must meet with the MSBA Graduate Advisor to select alternate coursework.

If student has no business or programming coursework, appropriate foundation courses must be taken. The courses shall be adjusted within the Elective slots of the POW. To be determined by MSBA Graduate Advisor.

COB Electives are to be approved by the MSBA Graduate Advisor

Admissions Requirements	**MS in Business Analtyics Advisor**
3.00 or above on last 60 hours of undergraduate degree GMAT/GRE (Verbal and Quantitative score must be at least 50%) TOEFL/IELTS if applicable Interview for International Applicants when applicable *GMAT waivers available under limited conditions	Dr. Santoso Budiman Clinical Associate Professor Information Systems and Operations Management msbainformation@uta.edu