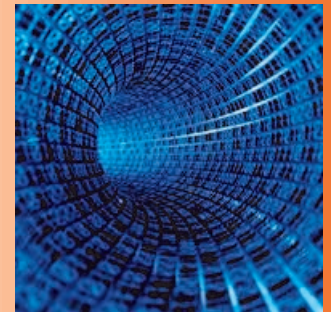


Master of Science *Business Analytics*

University of Texas at Arlington
 College of Business

Big Data Big Talent

The Master's in Business Analytics program starting Spring 2015 is designed to create an empowered workforce that understands how data - regardless of size, variety, volatility, and level of uncertainty - can be harnessed to deliver value to an organization. Not only does the program provide a solid foundation in statistical, computing, and analytical techniques, but also exposes students to data analytics from a variety of domains. This program is unique for its ideal blend of technical and business acumen that focuses on data understanding, data pre-processing, model building, analyzing the data and interpreting the results. Course topics include



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- Web and Social Analytics
- Big Data Analytics
- Python for Data Analytics
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- HR Analytics
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Studies show that while data is growing exponentially and becoming more complex, the talent pool of data scientists that can make sense of this data is lagging behind. McKinsey Global Institute forecasts the US will face a shortage of up to 190,000 data scientists by 2018.

For more information contact [Dr. Carolyn Davis](#), Graduate Advisor to the Information Systems and Operations Management Department