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

- Business Acumen
- Data Mining
- Data Warehousing and Business Intelligence
- Web and Social Analytics
- Big Data Analytics
- Python for Data Analytics
- Forecasting
- Applied Time Series
- HR Analytics
- Marketing Analytics
- Social Network Analysis

Data Analytics in High Demand

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.