

## Master of Science in Business Analytics

| Course   | Course Title                       | BSANM1 | BSANM2 | BSANM3 | BSANM4 | BSANM5 | ILO1 | ILO2 | ILO3 | ILO4 | ILO5 |
|----------|------------------------------------|--------|--------|--------|--------|--------|------|------|------|------|------|
| COMP 630 | Issues in Database Management      | X      | X      |        |        |        |      | X    | X    |      | X    |
| MATH 601 | Introduction to Analytics          | X      |        |        |        |        |      | X    |      |      | X    |
| DATA 605 | Data Visualization & Reporting     |        |        | X      |        |        |      |      |      | X    | X    |
| DATA 610 | Big Data Analytics and Data Mining |        |        | X      |        |        |      |      |      | X    | X    |
| BUSA 603 | Marketing Management & Analytics   |        |        |        | X      |        | X    |      |      |      | X    |
| BUSA 605 | Business Analytics Strategy        |        |        | X      | X      |        | X    |      | X    | X    | X    |

## Institution Learning Outcomes

- ILO1 Communication: Communicate professionally using a variety of modalities (written, spoken, and technological).
- ILO2 Critical Thinking: Analyze and evaluate information to make reasoned arguments and solve problems.
- ILO3 Civic & Global Engagement: Integrate knowledge and skills to engage with and respond to social, environmental, and economic challenges at local, national, and global levels.
- ILO4 Ethics: Analyze and evaluate complex issues and situations to make informed ethical decisions.
- ILO5 Disciplinary Expertise

## Program Learning Outcomes

- BSANM1 Apply descriptive, predictive, prescriptive and diagnostic approaches to analyzing structured and unstructured data for specific business-related scenarios
- BSANM2 Articulate assumptions, analyses and interpretations of data in a variety of modes
- BSANM3 Evaluate appropriate ethical use of data for business decision making
- BSANM4 Model results from analytics using business-relevant and applicable scenarios for business forecasting and analysis
- BSANM5 Develop visual representations of data-informed insights of business scenarios

