

BUSINESS ANALYTICS

Overview

PROGRAM INFORMATION

The Master of Science in Business Analytics (M.S.B.A.) program provides analytic, computing, business, and communications skills to prepare students to work in various industries. In the M.S.B.A. program, students will learn how to become a crucial translator of functional business needs into analytics processes and analyses. This program combines business knowledge and related data with analytics skills to meet the growing needs of analytics teams supporting businesses. The curriculum consists of 36 credit hours. Courses taken include a business core including accounting, finance, marketing, management, and communications. Also, sample technical courses include artificial intelligence, database, data visualization, and marketing analytics.

Admission standards: The admission standards will be similar to those already established for the current M.S.I.S.O.M. program. In particular, students will need to submit (a) to transcript certifying a bachelor's degree from an accredited college or university with a minimum GPA of 3.0, (b) GMAT or GRE scores, (c) a current resume, and (d) three letters of recommendation. International students will also need to complete a personal interview and submit TOEFL or IELTS scores. Details for admissions are included in the following : <https://warrington.ufl.edu/master-of-science-in-information-systems-and-operations-management/admissions/>.

Graduation requirements: Students will need to complete 36 credits consisting of 22 credits for required courses, an additional 14 credits of electives and satisfaction of all UF Graduate Council policies governing master level graduate degree programs (including but not limited to the requirements for graduate student oversight, a final comprehensive examination, time limitation, and a minimum 3.0 (truncated) GPA (in overall, major, and, where applicable, minor credits) in order to graduate.

All courses are offered in a modular (i.e., half-semester) format, most of which consists of 2 units of credit. The required courses consist of (a) required business core functional courses (such as accounting and marketing) (b) required analytics tools courses (such as systems analysis and design, database, statistics, Python, Business Intelligence), (c) required communications courses (such as writing and communications), and (d) required practicum courses. The elective courses consist of choices for (i) functional analytics courses (such as organizational staffing, human capital management, marketing analytics, corporate finance, and AI & ML for FINTECH), (ii) technical analytics courses (such as Data Mining, Data Visualization, Managerial Quantitative Analysis, and Artificial Intelligence Methods).

For more information, please see our website: <https://warrington.ufl.edu/graduate-current-students/>

Degrees Offered

DEGREES OFFERED WITH A MAJOR IN BUSINESS Analytics

- Master of Science in Business Analytics

Requirements for these degrees are given in the Graduate Degrees (<http://gradcatalog.ufl.edu/graduate/degrees/>) section of this catalog.

Courses

INFORMATION SYSTEMS AND OPERATIONS MANAGEMENT DEPARTMENTAL COURSES

Code	Title	Credits
ISM 5021	Information Systems in Organizations	3
ISM 6022	Management Information Systems	2
ISM 6128	Advanced Business Systems Design and Development I	2
ISM 6129	Advanced Business Systems Design and Development II	2
ISM 6215	Business Database Systems I	2
ISM 6216	Business Database Systems II	2
ISM 6222	Business Telecom Strategy and Applications I	2
ISM 6223	Business Telecom Strategy and Applications II	2
ISM 6224	Business Telecom Strategy and Applications III	2
ISM 6226	Business Telecom Strategy and Applications	3
ISM 6236	Business Objects I	2
ISM 6239	Business Objects II	2
ISM 6251	Programming for Business Analytics	2
ISM 6257	Intermediate Business Programming	2
ISM 6258	Advanced Business Programming	2
ISM 6259	Business Programming	2
ISM 6405	Business Intelligence	2
ISM 6413	Introduction to Python	2
ISM 6423	Data Analysis for Decision Support	2
ISM 6485	Electronic Commerce and Logistics	2
ISM 6486	eCommerce Technologies	2
ISM 6487	Risks and Controls in eCommerce	2
ISM 6562	Business Data Presentation and Visualization	2
ISM 6942	Electronic Commerce Practicum	2
MAN 5501	Management	3
MAN 5502	Production and Operations Management	2
MAN 6508	Management of Service Operations	2
MAN 6511	Contemporary Issues in Supply Chain Analytics	2
MAN 6528	Principles of Logistics/Transportation Systems	2
MAN 6573	Purchasing and Materials Management	2
MAN 6575	Purchasing and Supplier Relationship Management	3
MAN 6581	Project Management	2
MAN 6598	Logistics and Distribution Management	3
MAN 6617	International Operations/Logistics	2
MAN 6619	International Logistics	3
QMB 5303	Managerial Statistics	3
QMB 5304	Introduction to Managerial Statistics	2
QMB 5305	Advanced Managerial Statistics	2
QMB 6304	Artificial Intelligence Methods in Business	2
QMB 6358	Statistical Analysis for Managerial Decisions I	2
QMB 6359	Statistical Analysis for Managerial Decisions II	2
QMB 6616	Business Process Analysis	3
QMB 6693	Quality Management and Control Systems	2
QMB 6755	Managerial Quantitative Analysis I	2

QMB 6756	Managerial Quantitative Analysis II	2	Critically assess the impact of business decisions on stakeholders.
QMB 6845	Supply Chain Analytics: Gaming the Supply Chain	2	SLO 6 Professional Behavior
QMB 6905	Individual Work in Information Systems and Operations Management	1-5	Write business documents clearly, concisely, and analytically.
QMB 6910	Supervised Research	1-5	SLO 7 Professional Behavior
QMB 6930	Special Topics in Information Systems and Operations Management	1-4	Speak in groups and in public clearly, concisely, and analytically, with appropriate use of visual aids
QMB 6938	Analytics Processes for Business – Bootcamp	1	
QMB 6940	Supervised Teaching	1-5	
QMB 6941	Internship	1-4	
QMB 6942	Analytics Projects Practicum 1	1	
QMB 6943	Analytics Practicum 2	1	
QMB 6944	Analytics Practicum 3	1	
QMB 6945	ISOM Department Business Practicum	2	
QMB 6957	International Studies in Quantitative Methods	1-4	
QMB 6971	Research for Master's Thesis	1-15	
QMB 7565	Stat Research Methods	3	
QMB 7931	Special Topics in Information Systems and Operations Management	1-4	
QMB 7933	Seminar in Information Systems and Operations Management	1-4	
QMB 7979	Advanced Research	1-12	
QMB 7980	Research for Doctoral Dissertation	1-15	

WARRINGTON COLLEGE OF BUSINESS COURSES

Code	Title	Credits
BTE 7171	Preparing to Teach in Business	2
GEB 5212	Professional Writing in Business	1-3
GEB 5215	Professional Communication in Business	1-3
GEB 5929	Foundations Review	1-3
GEB 6229	Professional Communication for Accountants	2
GEB 6365	International Business	3
GEB 6905	Individual Work	1-4
GEB 6930	Special Topics	1-3
GEB 6941	Internship	1-4
GEB 6957	International Studies in Business	1-4

Student Learning Outcomes

Business Analytics (MS)

SLO 1 Knowledge

Interpret and explain elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, business statistics, and social responsibility.

SLO 2 Skills

Specify and implement a framework for identifying a business problem and develop alternative solutions and a set of evaluation criteria.

SLO 3 Skills

Assess the outcomes of a course of action and make appropriate adjustments.

SLO 4 Skills

Solve intricate problems by applying expanded knowledge of ever evolving technologies, processes, and technical skills.

SLO 5 Skills