



MS in Business Analytics

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Program Overview

St. Bonaventure University's online Master of Science in Business Analytics is a strategically designed, competitively priced educational opportunity that prepares you for high-demand roles working with big data. The digital economy is rapidly transforming businesses. In order to thrive in this environment, companies need to be agile and adapt faster than ever. As a result, business analysts have become incredibly important.

This program gives you hands-on experience with powerful data analysis software and the highly desired ability to confidently communicate business solutions underpinned by leading analytical and visualization methods. You will develop real-world experience analyzing information using data warehousing, business intelligence and advice from expert faculty.

You will learn to optimize your time and outcomes by knowing what software to use and when, how to apply advanced methodologies to business challenges, and how to communicate your findings with confidence. Tools you will learn include Python, MySQL, Mongo, Tableau, Python, SPSS, and Excel Solver Analytics.

We place emphasis on ethical decision-making. Grounded in Franciscan values, we develop critical thinkers who go on to become a positive force in the future of business.

Program Format

This is a 100% highly interactive online course, so travel to our campus in New York is not required. Our courses are virtual, with the majority being asynchronous. We sometimes offer live sessions to help enhance the learning experience, but you can dial into those from the comfort of home.

Admission Criteria

To be considered for admission to the Master of Business Analytics program, individuals must meet the following minimum requirements:

- a bachelor's degree (BA/BS) from an accredited college or university. No GRE/GMAT required.
- a minimum cumulative undergraduate grade point average of 3.0
- official transcripts from institutions attended
- a résumé

Curriculum (33 credits)

Foundation Courses

MBA 515F. Introduction to Business Analytics I
MSA 601. Introduction to Business Analytics II
CS 504. Analytical Programming

Core Courses

CS 508. Data Warehousing
MBA 621. Data Visualization
MSA 628. Predictive Analytics
MSA 613. Prescriptive Analytics
MBA 650. Business Ethics

Electives — choose any 2

MBA 610. Financial Management
MBA 612. Marketing Management
MBA 620. Marketing Analysis for Data Decision Making
MBA 625. Project Management
MBS 634. Financial Modeling
COM 510. Embracing Analysis: Making Meaning from Data
COM 520. Embracing Research: Marketing Communication Research
COM 580. Embracing the Audience: Empathy & Ethics
COM 590. Embracing Strategic Thinking: Marketing Strategy and Planning
CYB 501. System Analysis & Instrumentation
CYB 525. Applied Data Mining in Cybersecurity

Capstone

MSA 645. Analytics Capstone

St. Bonaventure's School of Business is accredited at the graduate and undergraduate levels by the Association to Advance Collegiate Schools of Business (AACSB International).