

Master of Science in Business Analytics

The Master of Science in Business Analytics includes 31 credit hours of coursework. The program equips students with the skills to transform big data into actionable insights using advanced statistical methods, predictive models, and analytic tools. Building on core business courses, the program covers topics like data warehousing, machine learning, and big-data analytics to prepare graduates for leading data-driven decision-making in businesses and government. With the growing demand for data science and analytics skills, program graduates will be positioned to drive growth and innovation in a data-driven world.

The main student cohort for the Business Analytics program consists of students planning to enroll full-time for two consecutive semesters, with an optional summer session internship.

Admission to MS in Business Analytics

MS programs are open to those who have earned a baccalaureate degree from an accredited college or university and whose undergraduate academic records, scores on the required standardized examination, and prior work experience indicate that they have the capability to complete the program. Completed applications are reviewed by the MBA Admissions Committee and action is taken on them periodically throughout the year. Each applicant is notified by Graduate Studies of the action taken on the application.

All applications for admission to graduate business programs must include:

1. Graduate application at KU MS in Business Analytics - Apply (<https://business.ku.edu/graduate-programs/ms-business-analytics/apply/>)
2. Official transcript from each college or university attended
3. Personal statement
4. Current resume
5. Reference letters (2)
6. GMAT or GRE score or approved waiver
7. TOEFL score, if required: KU English Proficiency Requirements (<https://gradapply.ku.edu/english-requirements/>)
8. Application fee

All admissions to any graduate program in business are subject to and in accordance with all rules and regulations. See Admission (<https://policy.ku.edu/graduate-studies/admission-to-graduate-study/>) in the Graduate Studies section of the online catalog for more information.

GMAT vs GRE Scores

The GMAT exam is preferred. However, we will accept a GRE score and review it based on a GMAT concordance.

GMAT test waivers will be considered based on experience and academic preparation. Discuss the option with your admissions representative.

Transfer credit is not accepted to this program. Due to the accelerated nature of this program, students who receive a failing grade in a course or have less than a 3.0 GPA after the first semester may be dismissed upon recommendation of the MBA team.

Students must complete the following requirements:

Code	Title	Hours
BUS 801	Professional Skills Development	0.5
BUS 802	Professional Skills Development II	0.5
BSAN 710	Statistical Modelling	3
BSAN 720	Data and Visual Analytics	3
BSAN 726	Enterprise Data Management	3
BSAN 740	Optimization and Prescriptive Analytics	3
BSAN 750	Foundations of Machine Learning and AI	3
BSAN 755	Unstructured Data Analysis	3
BSAN 765	AI for Business	3
BSAN 780	Analytics Capstone (May be completed as Internship)	3
Elective courses		6
Total Hours		31

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At the completion of this program, students will be able to:

- Analytical modelling.
- Business analytics tools and techniques.
- Critical reasoning, scholarly inquiry, and creative thinking.
- Effective technical communication.