Master of Science in Business Analytics (MSBA)

From Kent, The World.

Find Out More

For more information or if you have questions contact:

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To learn more visit
business.kent.edu/MSBA

MSBA Requirements

The MSBA program requires a bachelor's degree in science, technology, engineering, mathematics or business with prerequisites including: statistics, mathematics, information systems and business.

Other Requirements:

• Successful completion of an undergraduate statistics course and 3 hours of mathematics, including linear algebra

• Business requirement may be waived with 3+ years industry experience or the requirement can be fulfilled with (MIS 24163) Principles of Management or (MIS 64158) Leadership and Managerial Assessment

Apply Online

www.kent.edu/admissions/apply/graduate

Admission is fall semester only and highly competitive. Applying early is highly recommended. In addition to the online application form and fee, you must submit:

• Accredited College/University Official Transcripts
• GMAT/GRE Score
• Résumé
• Three Letters of Recommendation
• Essay of Goals and Objectives
• TOEFL Score — International Applicants

Deadlines

Domestic: Feb. 1 • International: Jan. 1
MSBA Overview

Combine your business skills and analytical acumen; become a business analytics professional with a Master of Science degree in Business Analytics (MSBA).

The MSBA program balances technologies, analytical methods and business expertise to provide the skills you need to analyze large data sets to make strategic business decisions.

Soft skills are just as vital to your career success; communications, decision-making and leadership skills are advanced through group capstone analyses projects, internship opportunities and professional development with our on-site Career Services Office dedicated to business students.

The MSBA program is excellent preparation for careers in healthcare, retail, manufacturing, finance and government. Business analytics professionals are in great demand in every industry sector.

MSBA Curriculum

Finish in just one year, with eight required courses and two elective courses to customize your degree.

Core Requirements:
Quantitative Management Models
Business Analytics
Advanced Data Mining and Predictive Analytics
Analytics in Practice
Database Management and Database Analytics
Capstone Project in Business Analytics
Data Mining Techniques
Big Data Analytics

Electives (Select Two):
Enterprise Architecture
Data Science
Econometrics I
Semantic Analysis Methods
Clinical Analytics
Systems Simulation
Global Supply Chain Modeling
Leadership and Organizational Change
Internship in Business Analytics
Marketing Research

MSBA Faculty

Asli M. Arikan, Ph.D.
Corporate Strategy, Corporate Finance, Growth of New Public Firms

Ilgaz Arikan, Ph.D.
Competitive Strategy, International Business, Entrepreneurship

Alan Brandyberry, D.B.A.
Information Systems, Operations Research, Business Analytics, Management Science

Pratim Datta, Ph.D.
Information Technology, Systems Security, Business Analytics, Infrastructure and Process Redesign and Engineering

Natalia Dragan, Ph.D.
Applied Mathematics, Statistics, Data Mining, Business Analytics

Al Guiffriada, Ph.D.
Operations, Supply Chain Management, Statistics, Management Science

Mary Hogue, Ph.D.
Industrial and Organizational Psychology, Differential Work Experiences of Men and Women

Deborah Erdos Knapp, Ph.D.
HRM and OB, HR Analytics and ERP Systems

Dong-heon (Austin) Kwak, Ph.D.
Online Donations, Charity Website Design, ERP, Business Intelligence

Julia Levashina, Ph.D.
Human Resource Management, Impression Management, Biodata and Personality Measures

Felix Offodile, Ph.D.
Operations, Supply Chain and Technology Management, Statistics

Eddy Patuwo, Ph.D.
Operations Research, Neural Networks, Statistics, Operations Management

Greta L. Polites, Ph.D.
Habits/Resistance to Change, Business Intelligence Administration, Data Mining, Business Analytics

Murali S. Shanker, Ph.D.
Simulation, Neural Networks, Optimization, Business Analytics

Geoffrey Steinberg, Ph.D.
Database Management, Data Visualization, Web/Mobile Development and Programming