BUSINESS ANALYTICS

Degree Requirements
Master of Business Analytics (M.B.An.)

Requirements listed here are in addition to Graduate Council policies listed under GCAC-700 Professional Degree Policies (https://gradschool.psu.edu/graduate-education-policies/).

Total credits required for the Master's in Business Analytics program is 30 credits at the 500- or 800-level, with at least 6 credits at the 500-level. One two- or three-credit elective course is required; this course may be at the 500- or 800-level.

There are 30 specified credits comprised of the following courses:

Code	Title	Credits
Required Courses		
BAN 830	Descriptive Analytics for Business	3
BAN 831	Business Data Visualization for Decision Making	3
BAN 832	Programming Skills for Business Analytics	3
BA 840	Business Data Management	3
BAN 840	Predictive Analytics for Business	3
BAN 841	Data Mining for Business	3
BA 804	Ethical Leadership	2
BA 817	Communication Skills for Management	2
BAN 550	Prescriptive Analytics for Business	3
Electives		**2-3**
Elective courses can be chosen from a list of approved courses maintained by the graduate program office. The list of elective courses may change over time based on feedback from students and industry.		
Culminating Experience		
BAN 888	Implementing Analytics for Business (Capstone Course)	3
Total Credits		**30**

Capstone

The Master's in Business Analytics program culminates with the project-based capstone course, BAN 888 Implementing Analytics for Business. BAN 888 allows students to apply their newly-developed business analytics problem-solving skills in real-world contexts. Topics include business and analytics problem framing; data sourcing, cleaning, and integration; analysis methodology selection; model building; model deployment; and model lifecycle management. A special emphasis is placed on communicating problems, methodologies, and solutions to executives not trained in statistics and other analytics disciplines.

In BAN 888, students explore each topic in a real-world context, developing business analytics solutions to an ongoing course project in a team setting. Topics in the capstone course align with the body of knowledge in the Institute for Operations Research and the Management Sciences (INFORMS) Certified Analytics Professional Study Guide, while the overall program prepares students who wish to pursue an Associate Certified Analytics Professional (aCAP) or Certified Analytics Professional (CAP) certification through the INFORMS-affiliated Certified Analytics Professional Program, depending on their level of professional analytics experience.