



FEATURES & BENEFITS

- Contemporary curriculum
- 6 and 12-week courses
- Finish in 15 months

CAREER OPPORTUNITIES

- Management Analyst
- Operations Research Specialist
- Market Research Analyst
- Project Manager
- Data Analyst

More Information

M.S. in Business Analytics:

franklin.edu/degrees/masters/business-analytics

Ross College of Business:

franklin.edu/rcob

M.S. in Business Analytics

PROGRAM DETAILS

Organizations rely on insights that are backed by data to operate efficiently and effectively. Business analytics professionals analyze small and big data in order to generate the insights needed to help stakeholders to make better decisions and enable organizations to function more strategically.

Franklin's M.S. in Business Analytics equips you with the tools, techniques and strategies that will enable you to drive the transformation of mind-boggling amounts of data information into a meaningful basis for decision making and strategic direction.

DEVELOP AN ANALYTIC MINDSET AND DRIVE VALUE WITH A MULTIDISCIPLINARY APPROACH TO DATA ANALYSIS

At Franklin, you'll gain the statistical and analytical skills to excel in a variety of industries including – finance, manufacturing, marketing, insurance and information technology.

Throughout the 15-month M.S. in Business Analytics program, you'll build a strong foundation with courses in database management, statistics, data visualization and reporting, and big data analytics. You'll learn from credentialed experts within each discipline and gain in-depth understanding of relevant concepts, theories and techniques that can be applied to any industry.

GAIN HANDS-ON EXPERIENCE WITH INDUSTRY-LEADING, STATE-OF-THE-ART TOOLS, TECHNIQUES AND STRATEGIES

At Franklin, we set you up for long-term career success by integrating industry-standard tools within the curriculum. Using SQL, a powerful tool for communicating with database, you will read, manipulate, and analyze the business data productively. With Tableau, an interactive data visualization tool, you'll perfect best-practices to present and communicate analytics in ways that are visually appealing and applicable to business scenarios. Utilizing the analytics libraries in R and Python, fast-growing analytics tools in the modern industry, you will explore data and mine the insights inside efficiently. As a result of your exposure to SQL, Tableau, R, and Python, you'll build the proficiency to successfully pursue positions specific to these tools, as well as industry certifications to further differentiate yourself.

USE REAL-WORLD SCENARIOS TO SEE HOW DATA STRATEGICALLY IMPACTS BUSINESS DECISIONS

Computational and statistical techniques, including knowledge of business, are needed to function at a high level in today's technology-driven work environments. As a master's student in business analytics, you'll take courses in marketing management, financial decision modeling and business analytics strategy that help you understand the role of big data in planning and operations. You'll analyze market data to guide management decisions and use marketing analytics to create and model scenarios in order to measure return on investment and campaign effectiveness. Using financial management theories, strategies and practice, you'll discover the impact of financial decisions through the analysis of financial statements, cash budgeting, cost of capital determination, capital budgeting and capital structure choices.

BUSINESS ANALYTICS (M.S. IN BUSINESS ANALYTICS REQUIREMENTS)

32 Semester Hours

Earn your M.S. in Business Analytics by taking a combination of 6 and 12-week courses.

- MATH 601 - Introduction to Analytics
- COMP 630 - Issues in Database Management
- DATA 605 - Data Visualization & Reporting
- DATA 610 - Big Data Analytics
- BUSA 603 - Marketing Management & Analytics
- BUSA 604 - Financial Decision Modeling
- BUSA 605 - Business Analytics Strategy
- BUSA 695 - Capstone in Business Analytics

Be sure to check the current Academic Catalog to ensure you're using the most accurate degree requirements.

For admissions:

admissions.franklin@leedsmanagementservices.com

