

MASTER OF BUSINESS ADMINISTRATION

# Business Analytics Specialization



## PROGRAM OUTCOMES

The MSOE MBA is designed to develop competencies in a broad range of topics. You will:

- Be a change agent, a driver of organizational improvement and goal fulfillment.
- Manage and leverage human resource capabilities and stakeholder relationships.
- Master the traits and skills of effective leaders.
- Apply what you learn to your real-world challenges throughout the program through application-oriented, project-based learning.

## Propel tomorrow's businesses forward

MSOE's Master of Business Administration (MBA) in Business Analytics prepares technically-minded individuals to become leaders that propel businesses forward. This interactive graduate program focuses on strategic business functions, organizational leadership and the effective application of business knowledge. You will learn how to successfully lead organizations, cultivate positive relationships among employees and stakeholders, and build a culture that fosters high achievement. Your fresh perspective and analytical mindset will help improve the business processes of tomorrow's industries.

## FEATURES AND BENEFITS

The program features strategic MBA content and analysis of leading-edge business challenges that require you to apply your learning to solve real problems in your business or industry. You will experience rich faculty/student interaction that is the hallmark of an MSOE education. MSOE offers a number of course delivery options to add flexibility to your learning experience. You can attend on a part-time or full-time basis.

## RAMIREZ FELLOWS PROGRAM

Students have the opportunity to apply to the Ramirez Fellows Program. As a Ramirez Fellow, you'll be granted an internship at the Medical College of Wisconsin (MCW) as you complete MSOE's MBA in Business Analytics program. The Ramirez Fellows qualify for a scholarship to support their education. Fellows will learn process improvement methods and tools at MSOE and apply them to real-world scenarios at MCW—positively impacting patient outcomes as well as their own endeavors.

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### ADMISSION REQUIREMENTS

- A bachelor's degree from an accredited university.
- Two letters of recommendation. If employed, at least one of the letters should be from the applicant's employer or manager.
- Test scores from the GMAT or GRE if the applicant's undergraduate GPA was below 2.80 (on a 4.00 scale). All international applicants are expected to submit scores from one of the exams. Test scores must be submitted prior to regular acceptance into the program. Applicants are expected to submit scores that indicate potential for success in the program.
- International students will be required to submit additional documentation.

### REQUIRED COURSES

MB 6000	Management Principles	4 credits
MB 6110	Fundamental Statistics and Analytics	4 credits
MB 6200	Finance and Accounting	4 credits
MB 6310	Professional Seminar I (orientation course)	1 credits
MB 6320	Professional Seminar II	1 credits
MB 6900	Project Management	4 credits
MB 8110	Capstone Phase I	1 credits
MB 8120	Capstone Phase II	1 credits
MB 8130	Capstone Phase III	1 credits
MB 6121	Data Wrangling and Exploration	4 credits
MB 6131	Predictive Analytics	4 credits
MB 6141	Analytics Leadership and Strategy	4 credits
MB 6151	Data Visualization	4 credits
MB 7700	Marketing	4 credits
MB 7800	Strategy, Innovation and Entrepreneurship	4 credits

**Total: 45 credits**

### CONTACT

Learn more about our program and the MSOE MBA application process at **(800) 321-6763** or **grad@msoe.edu** or visit **msoe.edu/graduate-degrees**.

### NOTES:

The program is built on an innovative four-credit course model that integrates traditional and new MBA content in a way that mirrors application. Students have the flexibility to take many of the courses without prerequisites. The student's experience will culminate with an MBA project after the completion of all the required MBA courses. Students must take 21 credits of required courses and then 24 credits in their specialization. The courses above are listed in numerical order, not chronological order. Meet with a program advisor to plan your academic track.