

Analytics and Data Mining Programs

On-campus and online options available



M.S. IN BUSINESS ANALYTICS

Developed in partnership with SAS®, this 37 credit hour program is for full time on-campus students or, 33 credit hour program is for working professionals (offered via distance learning) with engineering, mathematics, statistics, science, information technology or business background with a passion for working with data to solve challenging business problems. It is an interdisciplinary program that offers hands-on application of data analysis along with a unique blend of coursework in Analytics, Marketing, Statistics, Business, MIS and Industrial Engineering. The structure of the curriculum has been carefully designed in consultation with our advisory board companies to balance the need of understanding quantitative approaches, statistical modeling and machine learning algorithms along with data visualization and exploration, interpretation of results and the ability to apply these results for solving business problems. Along with the degree, students earn multiple joint certificates from OSU and SAS®, a leading provider of business analytics software and services.

GRADUATE CERTIFICATE IN BUSINESS DATA MINING WITH SAS® AND SPEARS SCHOOL OF BUSINESS CERTIFICATE

Developed in partnership with SAS®, this 12 credit hour program is for working professionals with a technical background (such as IT, Engineering,, etc.) who do not want a full MS degree in Business Analytics yet want to get proficient in analytics and data mining. Hands-on courses build actual experience in mining large databases and will give students the opportunity to develop in-depth skills in business data mining. Along with the graduate certificate, students can earn multiple joint certificates from OSU and SAS®, a leading provider of business analytics software and services. Students enrolled in the graduate certificate in business data mining can transfer most of these credits to MS in Business Analytics if they choose to apply for admission into the MS degree at a later date.

GRADUATE CERTIFICATE IN MARKETING ANALYTICS WITH SAS® AND SPEARS SCHOOL OF BUSINESS CERTIFICATE

Developed in partnership with SAS®, this 12 credit hour program is for working professionals with a non-technical background (such as BBA, MBA, etc.) who do not want a full MS degree yet want to learn about marketing analytics. Hands-on courses build actual experience in using data to make better marketing decisions and give students opportunities to develop relevant skills in marketing analytics. Along with the graduate certificate, students can earn a joint certificate from OSU and SAS®, a leading provider of business analytics software and services.

Admission requirements:

Candidates must be admitted to the OSU Graduate College and have completed a bachelor's degree. Review the program website for further admission requirement information.

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