M.S. in Business Analytics (MSBAN) for Full Time (On Campus) Students From 2018

The Master of Science in Business Analytics (MSBAN) offers hands-on application of data analysis in a multi-platform environment that includes deep exposure to **SAS**® tools as well as training using other tools and programming languages such as Python, R, SQL, Tableau, etc. Additionally, the program places a strong emphasis on soft skills and business acumen development. The table below shows the approved core and elective OSU courses in for the full time MSBAN program. Full time MSBAN students must obtain **at least 37 credit hours** to graduate. Beyond these OSU courses, full time MSBAN students are **required** to attend several boot camps and special trainings for free (listed at the bottom of the table).

Required OSU Courses (Core)	Credit Hours
Fall – Year 1	
BAN 5733: Descriptive Business Analytics	3
STAT 5013: Statistics for Experimenters I	3
MSIS 5643: Advanced Database Management Systems	3
BAN 5560: Research and Communications	1
Spring – Year 1	
BAN 5743: Predictive Business Analytics	3
MKTG 5253: Advanced SAS Programming for Marketing Analytics	3
BAN 5530: Consulting in Analytics (may be taken in Fall or Spring of Year1)	1
BAN 5551: Optimization Applications in Marketing Analytics (May be taken in Spring of year 1 or Year 2)	1
BAN 5560: Research and Communications	1
Summer – Year 1	
BAN 5400: Practicum (FT students must take another 1 hour online elective or, enroll for 2 credit hours of internship)	1
Fall – Year 2	
BAN 5753: Advanced Business Analytics	3
Spring – Year 2	
BAN 5763: Advanced Marketing Research Analytics	3
Total Number of Required Hours	**26**

Career Focused Elective Tracks:

Marketing Analytics	Credit Hours
Required Core Courses	26
MKTG 5133: Marketing Management	3
ACCT 5183: MBA Financial Reporting	3
MKTG 5561: Customer Lifetime Value Models in Marketing (Fall)	1
BAN 5511: Web Analytics and Digital Marketing (Summer)	1
BAN 5521: GIS Applications in Marketing Analytics (Summer)	1
At least 2 credit hours from other career tracks or, general electives (recommend: STAT5023 or, STAT4043 or, FIN5013)	2
Total Number of Hours	37

Plan of Study as of Fall 2018 with Elective Tracks plus new course numbers

Statistics	Credit Hours
Required Core Courses	26
STAT 5023: Statistics for Experimenters II	3
STAT 5053: Time Series Analytics	3
STAT 5073: Categorical Data Analysis	3
At least 2 credit hours from other career tracks or, general electives	2
Total Number of Hours	37

Healthcare Analytics	Credit Hours
Required Core Courses	26
HCA 5013: Survey of Healthcare Administration	3
HCA 5123: Research and Evaluation Methods in Healthcare	3
HCA 5063: Healthcare Compliance	3
At least 2 credit hours from other career tracks or, general electives (recommend: STAT5023 or, STAT4043)	2
Total Number of Hours	37

Human Resource Analytics	Credit Hours
Required Core Courses	26
MGMT 5133 (Total Rewards) or, MGMT 5153(Talent Development)	3
MGMT 5713 Negotiation and Third Party Dispute Resolution	3
MGMT 5823: Talent Acquisition	3
At least 2 credit hours from other career tracks or, general electives (recommend: STAT5023 or, STAT4043)	2
Total Number of Hours	37

Optimization	Credit Hours
Required Core Courses	26
IEM 5013: Introduction to Optimization	3
IEM 5023 (or, CHE 5703 or, MAE 5703): Optimization Applications	3
MSIS 5303: Prescriptive Analytics	3
At least 2 credit hours from other career tracks or, general electives (recommend: STAT5023 or, STAT4043)	2
Total Number of Hours	37

Other Approved General Electives	Credit Hours
MKTG 5243: Base SAS programming for Database Marketing	3
FIN 5013: Business Finance	3
EEE 5863: CIE Scholar Practicum	3
ECON 5113: Managerial Economics	3
MSIS 5223 : Analytics programming (R and Python)	
MSIS 5673: Descriptive Analytics and Visualization	3
STAT 4043 :Applied Regression (must enroll for graduate credit)	3

Plan of Study as of Fall 2018 with Elective Tracks plus new course numbers

Required Special Trainings and Seminars (For Free)*	Duration
Fall – Year 1	
Boot Camp 1 (Base SAS Programming, Overview of Basic Marketing and Soft Skills Training)	10 days before Fall
Data Visualization using Tableau	1 weekend
Basics of Accounting	1 day
Spring – Year 1	
Boot Camp 2 (Big Data and Data Science Training)	5 days end of Spring
Data Visualization using SAS VA/VS	1 weekend
Time Series Analysis using SAS	1 weekend
Basics of Finance	1 day
Basics of spreadsheet modeling	1 day
Fall – Year 2	
Strategic Marketing Analytics	1 weekend
Deep Learning using Google Tensor Flow	1 weekend
Deep Learning using SAS Viya	1 day
Spring – Year 2	
Bayesian Network Analysis using SAS	1 weekend
Survival Analysis Modeling using SAS	1 weekend
Social Network Analysis using SAS	1 weekend

*: Some of the free seminars and trainings may change based on shifting demand in the marketplace and availability of trainers. Full time (on campus) MSBAN students are also required to work on an independent research project in their 2nd semester and participate in Toastmasters in their 3rd semester. In addition, Full time (on campus) MSBAN students are required to participate in group project and/or analytics competitions in each of their four semesters.