

# M.S. in Business Analytics (MSBAN) for Part Time (Online) 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 for the part time MSBAN program. Part time MSBAN students must obtain **at least 33 credit hours** to graduate. Beyond these OSU courses, part time MSBAN students are **required** to attend a few special trainings for free (listed at the bottom of the table).

Required OSU Courses (Core)	Credit Hours
BAN 5733: Descriptive Business Analytics	3
STAT 5013: Statistics for Experimenters I	3
MSIS 5643: Advanced Database Management Systems	3
BAN 5743: Predictive Business Analytics (Prereq BAN 5733)	3
MKTG 5253: Advanced SAS Programming for Marketing Analytics (Prereq MKTG 5243 or, Base SAS Certified)	3
BAN 5551: Optimization Applications in Marketing Analytics (Prereq BAN 5743)	1
BAN 5753: Advanced Business Analytics (Prereq BAN 5743)	3
BAN 5763: Advanced Marketing Research Analytics (Prereq BAN 5753)	3
Total Number of Required Hours	<b>22</b>

## Career Focused Elective Tracks:

Marketing Analytics	Credit Hours
Required Core Courses	22
MKTG 5133: Marketing Management	3
ACCT 5183: MBA Financial Reporting	3
<b>At least 5</b> credit hours from other career tracks or, general electives	5
Total Number of Hours	33

Statistics	Credit Hours
Required Core Courses	22
STAT 5023: Statistics for Experimenters II	3
STAT 5053: Time Series Analytics	3
STAT 5073: Categorical Data Analysis	3
<b>At least 2</b> credit hours from other career tracks or, general electives	2
Total Number of Hours	33

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

<b>Healthcare Analytics</b>	<b>Credit Hours</b>
Required Core Courses	22
HCA 5013: Survey of Healthcare Administration	3
HCA 5123: Research and Evaluation Methods in Healthcare	3
HCA 5063: Healthcare Compliance	3
<b>At least 2</b> credit hours from other career tracks or, general electives	2
Total Number of Hours	33

<b>Human Resource Analytics</b>	<b>Credit Hours</b>
Required Core Courses	22
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	2
Total Number of Hours	33

<b>Optimization</b>	<b>Credit Hours</b>
Required Core Courses	22
IEM 5013: Introduction to Optimization	3
IEM 5023 (or, CHE 5703 or, MAE 5703): Optimization Applications	3
MSIS 5303: Prescriptive Analytics	3
<b>At least 2</b> credit hours from other career tracks or, general electives	2
Total Number of Hours	33

<b>Other Approved General Electives</b>	<b>Credit Hours</b>
MKTG 5243: Base SAS programming for Database Marketing	3
MKTG 5500: 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
ECON 5113: Managerial Economics	3
FIN 5013: Business Finance	3
STAT 4043 :Applied Regression (must enroll for graduate credit)	3

Required Special Trainings and Seminars (For Free)*	Duration
<b>Fall – Year 1</b>	
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
<b>Spring – Year 1</b>	
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
<b>Fall – Year 2</b>	
Strategic Marketing Analytics	1 weekend
Deep Learning using Google Tensor Flow	1 weekend
Deep Learning using SAS Viya	1 day
<b>Spring – Year 2</b>	
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. Part time (online) MSBAN students are **not required to attend yellow highlighted** entries in the above table, although we make recordings of all such trainings available for online students whenever appropriate. For other special trainings which are not highlighted in the table above, part time (online) MSBAN students are required to attend those (via live webex or, via watching recordings). In addition, they are also required as part of their course work to participate in two group-based analytics competitions in two of their semesters.