Business Administration (Business Analytics), MBA

BABUSANMBA

ASU is not currently accepting applications for this program. Students interested in the business analytics concentration should apply directly to the full time W. P. Carey MBA program.

Program Description

Degree Awarded: MBA Business Administration (Business Analytics)
Students who graduate from the W. P. Carey School of Business’ MBA program have a foundational understanding of how to use data to drive insights that solve business challenges or help capitalize on an opportunity. The concentration in business analytics is intended to extend the student's quantitative and analytical skills and assist in their discovery of how to derive value from data, so they can lead data-driven analyses and create a business advantage across markets and industries.

The business analytics concentration program seeks to capitalize on the explosion of data being captured and stored by organizations. Students develop skills in decision modeling, enterprise systems, data mining, information security and analytical decision making.

At a Glance

- **College/School:** W. P. Carey School of Business
- **Location:** Tempe campus

Degree Requirements

60 credit hours including the required capstone course (MGT 589)
**Required Core (1.5 credit hours)**
LES 582 Ethical Issues for Managers (1.5)

**Concentration (12 credit hours)**
CIS 505 Introduction to Enterprise Analytics (3)
CIS 508 Data Mining I (3)
SCM 518 Analytical Decision Modeling I (3)
SCM 519 Analytical Decision Modeling II (3)

**Electives or Research (43.5 credit hours)**

**Culminating Experience (3 credit hours)**
MGT 589 Strategic Management (3)

---

**Admission Requirements**

Applicants must fulfill the requirements of both the Graduate College and the W. P. Carey School of Business.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree from a regionally accredited institution.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

Applicants are required to submit:

1. graduate admission application and application fee
2. official transcripts
3. GMAT or GRE test scores
4. two letters of recommendation
5. current resume
6. short-answer question responses
7. proof of English proficiency

**Additional Application Information**

An applicant whose native language is not English must provide proof of English proficiency regardless of current residency.

Letters of recommendation should comment on the student's motivation, commitment, achievements, work experience and opportunity for success in the program.
A personal interview, arranged by invitation only, must be completed before an offer of admission may be made.

Applicants should see the department's website for more information.

**Career Opportunities**

The Master of Business Administration program in business analytics includes the essential academic preparation for students who are interested in pursuing professional careers leading within organizations in diverse functions such as human resources, finance or marketing.

Career examples include:

- business intelligence analyst
- computer database architect
- data analyst
- IT project manager

**Contact Information**

[WPC Graduate Programs](#) | MCRD 352
---|---
[wpcareymasters@asu.edu](mailto:wpcareymasters@asu.edu) | 480-965-3332