Business Administration (Business Analytics), MBA

ASU is no longer accepting new students to 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 pursuing the W. P. Carey School of Business' MBA program gain a foundational understanding of how to use data to drive insights to solve business challenges or help capitalize on an opportunity.

The concentration program in business analytics seeks to capitalize on the explosion of data being captured and stored by organizations. The program extends the student's quantitative and analytical skills and assists 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. 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

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 (3)
SCM 519 Quantitative Risk Management (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 they 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 their 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.
Tuition Information

When it comes to paying for college, everyone’s situation is different. Students can learn about ASU tuition and financial aid options to find out which will work best for them.

Career Opportunities

The Master of Business Administration program with a concentration 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

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