## BUSINESS ANALYTICS, MS

### Requirements for Students Matriculating in or before Academic Year 2019-2020

Learn more about Graduate College Academic Regulation 7.0 ([http://catalog.okstate.edu/graduate-college](http://catalog.okstate.edu/graduate-college)).

**Total Hours:** 37 Hours

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
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<tbody>
<tr>
<td><strong>Required Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BAN 5733</td>
<td>Descriptive Business Analytics</td>
<td>3</td>
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<tr>
<td>BAN 5743</td>
<td>Predictive Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BAN 5753</td>
<td>Advanced Business Analytics</td>
<td>3</td>
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<tr>
<td>BAN 5763</td>
<td>Advanced Marketing Research Analytics</td>
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<tr>
<td>STAT 5013</td>
<td>Statistics for Experimenters I</td>
<td>3</td>
</tr>
<tr>
<td>BAN 5530</td>
<td>Consulting in Marketing Analytics</td>
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<tr>
<td>BAN 5551</td>
<td>Optimization Applications in Marketing Analytics</td>
<td>1</td>
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<tr>
<td>MKTG 5253</td>
<td>Advanced SAS Programming for Marketing Analytics</td>
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<tr>
<td>MSIS 5643</td>
<td>Advanced Database Management</td>
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<td>BAN 5100</td>
<td>Professional Development in Business Analytics</td>
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<tr>
<td>BAN 5400</td>
<td>Practicum in Business Analytics</td>
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<td><strong>Total Hours Subtotal</strong></td>
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</table>

| **Electives**                                               | 12    |

Select 12 hours from the following or from other courses approved by Program Director:

- MKTG 5243: Base SAS Programming for Database Marketing
- STAT 5053: Time Series Analysis
- STAT 5213: Bayesian Analysis
- EEE 5863: CIE Scholar Practicum
- ECON 5113: Managerial Economics
- ACCT 5183: MBA Financial Reporting
- FIN 5013: Business Finance
- MSIS 5303: Prescriptive Analytics
- MSIS 5673: Descriptive Analytics and Visualization
- BAN 5900: Advanced Practicum in Business Analytics
- BAN 5561: Customer Lifetime Value Models in Marketing
- BAN 5551: Optimization Applications in Marketing Analytics
- BAN 5521: GIS Applications in Marketing Analytics
- BAN 5541: Using R in Marketing Analytics
- MKTG 5133: Marketing Management
- MSIS 5223: Programming for Data Science and Analytics
- MSIS 5663: Data Warehousing
- MSIS 5683: Big Data Advanced Analytics Technologies
- MSIS 5900: Practicum in Management Information Systems
- HCA 5013: Survey of Health Care Administration

**General Graduate College Requirements**

- A minimum Grade-Point-Average of 3.00 is required
- A minimum Grade of "C" is required in all degree applicable courses
- No courses utilizing the Pass-No Pass grading system are permitted
- GRAD 5082 or GRAD 5092 may not be used to meet degree requirements

**Additional Graduate College Masters Degree Requirements**

**Plan I (coursework with thesis)**

- A minimum of 30 credit hours
  - A minimum of 24 coursework credit hours comprised of:
    - 6 research or creative component credit hours
    - 21 in-residence credit hours (maximum of 9 transfer hours with "B" or better)
- 21 credit hours at 5000- or 6000-level

**Plan II (coursework without thesis)**

- A minimum of 32 credit hours
  - A maximum of 3 credit hours of research or creative component
  - A minimum of 23 in-residence credit hours (maximum of 9 transfer credit hours with "B" or better)
  - A minimum of 21 credit hours at the 5000- or 6000-level