# BUSINESS ANALYTICS, MS

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

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

**Total Hours:** 37 Hours

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>BAN  7533</td>
<td>Descriptive Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BAN  7543</td>
<td>Predictive Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BAN  7553</td>
<td>Advanced Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>BAN  7563</td>
<td>Advanced Marketing Research Analytics</td>
<td>3</td>
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<tr>
<td>STAT  5013</td>
<td>Statistics for Experimenters I</td>
<td>3</td>
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<td>BAN  5530</td>
<td>Consulting in Marketing Analytics</td>
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<td>BAN  5551</td>
<td>Optimization Applications in Marketing Analytics</td>
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<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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**Hours Subtotal:** 25

### Electives

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 II
- 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

**Hours Subtotal:** 12

**Total Hours:** 37

## 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