**MASTER OF SCIENCE IN MANAGEMENT/ BUSINESS ANALYTICS TRACK**
**COURSE DESCRIPTIONS**

**All Classes Meet Monday and Wednesday from 6:00pm-9:50pm**

**Fall 2017**
- GEB 6895 Business Intelligence (3 credit hours):  Study of the sources, acquisition, warehousing, analysis, and application of data pertaining to business decision-making in the firm.
- MAN 6325 Applied Research Tools (3 credit hours):  Development of applied qualitative and quantitative research skills for collecting, analyzing and reporting data to organizations.

**Spring 2018**
- QMB 6755 Models for Business Decision Making (3 credit hours):  Examines quantitative techniques useful for the solution of business problems. Mathematical model building to aid the decision-making process is stressed. Techniques applied through case analysis.
- STA 5104 Advanced Computer Processing of Statistical Data (3 credit hours):  Use of SAS and other statistical software packages; data manipulation; graphical data presentation; data analysis; creating analytical reports.

**Summer 2018**
- STA 6714 Data Preparation (3 credit hours):  Data exploration, variable selections, variable clustering, missing value imputation, high dimensional categorical variable smoothing/clustering, text data preparation and time series data preparation.  Additional data preparation topics associate with data mining and big data techniques will also covered. The SAS Enterprise Miner (R or Python) will be used.
- STA 5703 Data Mining Methodology I (3 credit hours):  Supervised data mining tools such as decision trees, random forest, support vector machine, regression including Ridge, Lasso, Elastic Net and Least Angle, and neural network fundamental will be covered. The SAS Enterprise Miner (R or Python) will be used.

**Fall 2018**
- STA 6704 Data Mining Methodology II (3 credit hours):  Unsupervised learning methods such as cluster analysis, link analysis and association analysis will be covered.  In addition, newly developed mining tools such as text mining, network analysis, advance neural network and time series clustering will also be covered. The SAS Enterprise Miner (R or Python) will be used.
- MAR 6646 Marketing Analytics for Strategic Decision Making (3 credit hours):  Study of a variety of data-driven models and techniques used to understand customers, improve results, and facilitate strategic decision making.

**Spring 2019**
- MAN 6915 Applied Field Project (3 credits hours):  Applies concepts, theories and methods learned earlier in program to organizational problems in business settings.
- MAN 6721 Applied Strategy and Business Policy (3 credit hours):  Integrates the various functional disciplines in business administration. It focuses on the theories and frameworks in the field of strategic management.