

# MS BUSINESS ANALYTICS

## Program Overview

<b>Program Coordinator</b>	Aaron Hines, (845) 257-2968, <a href="mailto:hinesa@newpaltz.edu">hinesa@newpaltz.edu</a>
<b>Program ID</b>	263
<b>Concentrations</b>	Accounting (263A), Business Intelligence (263B), Healthcare (263H)
<b>Credits</b>	30-36
<b>Program Length</b>	The MS Business Analytics program may be completed full-time in nine months. Students needing foundation courses may complete the program within one-year; however, the degree must be completed within 7 years.
<b>Modality</b>	In-person or Online -- all courses are taught in a Hyflex modality where instruction is simultaneously delivered to students in a seated class as well as online.
<b>Full-time/Part-time</b>	Full-time (15-credits/term)
<b>Transfer Credits</b>	6

## Program Description

Business Analytics is the science of turning data into meaningful information that a business could use to its competitive advantage. The M.S. in Business Analytics program will develop business professionals proficient at extracting business value from data. The program focuses on the development of core analytics skills and emphasizes the application of analytics in business areas from accounting to marketing and across industries from healthcare to sports.

## Admission Requirements

Applicants to the MS Business Analytics program must submit:

- One official copy of all undergraduate (four-year degree) and graduate coursework, including a baccalaureate degree from an accredited institution.
- An undergraduate cumulative grade point average of 3.0 or higher (4.0 basis). *Applicants with a GPA below 3.0 may apply for conditional admission, but should be prepared to provide GMAT or GRE scores if requested. A satisfactory test score of 450 or better on the Graduate Management Admissions Test (GMAT) or 300 or better on the Graduate Record Examination (GRE).*
- Three current letters of recommendation
- Statement of objectives
- Prospective international students for whom English is not the native language, and any applicant whose undergraduate degree is from a country where English is not the main language of instruction, are required to demonstrate English language proficiency: minimum TOEFL iBT score of 74, or equivalent (IELTS 6.0). *Students may be granted conditional admission without the minimum English proficiency requirement for direct admission if they meet the academic requirements. They can matriculate and begin full-time academic studies once they complete the highest level of the Pathway Program.*

- Entering MS students are expected to have competency in basic computer, quantitative, and oral and written communication skills. Students who need to acquire these skills will be advised to take additional credit or non-credit courses to obtain these skills. Any credits taken to obtain basic skills may not, however, be applied toward the MS degree.
- Entering MS students who have earned a "B" or better in statistics and Python or the equivalent to the corresponding courses at New Paltz may have these foundational courses waived. Students without these credits will take foundation courses before starting the program. Students who have no prior credits in statistics will take BUS509, while Python programming can be met by taking BUS601. Both courses are offered during the summer and online.

## Application Deadlines

<b>July 31</b>	Fall Admission
<b>January 1</b>	Spring Admission

Accepting on a rolling basis until the program is full. However, applications must at least be started by the deadline or they will not be considered.

## MS Business Analytics Curriculum

Code	Title	Credits
<b>Foundation Courses (0-6 credits) (0 Credits)</b>		<b>0-6</b>
0-6 credits depending upon prior coursework		
BUS509	Statistics Analysis & Decision Theory	
BUS601	Python Programming for Analytics	
<b>Core Courses (0 Credits)</b>		<b>21</b>
BUS611	Advanced Statistics for Business Analytics	
BUS612	Data Wrangling and Visualization	
BUS615	Data Warehousing and Big Data	
BUS621	Text Analytics	
BUS631	Machine Learning	
BUS632	Data Mining	
BUS638	Deep Learning	
<b>Select a Concentration: (0 Credits)</b>		<b>9</b>
Course lists for each concentration area are below.		
Accounting		
Business Intelligence		
Healthcare		
<b>Total Credits</b>		<b>30-36</b>

### Accounting Concentration (263A)

Code	Title	Credits
<b>Accounting Concentration (9 Credits)</b>		
BUS581	Accounting Information Systems	3
BUS616	Forensic Accounting	3
BUS617	Accounting Data Analytics	3
<b>Total Credits</b>		<b>9</b>

### Business Intelligence Concentration (263B)

Code	Title	Credits
<b>Business Intelligence Concentration (9 Credits)</b>		
Choose three from:		9

BUS618	Spreadsheet for Business Analytics	
BUS622	Sport Analytics	
BUS626	Advanced Healthcare Analytics	
BUS641	Social Network and Web Analytics	
BUS642	Time Series and Forecasting	
BUS643	Customer Analytics	
BUS648	Natural Language Processing	
<b>Total Credits</b>		<b>9</b>

## Healthcare Concentration (263H)

Code	Title	Credits
<b>Healthcare Concentration (9 Credits)</b>		
BUS626	Advanced Healthcare Analytics	3
Choose two from:		6
BUS544	Health Care Finance	
BUS561	Healthcare Policy	
BUS562	Healthcare Management and Leadership	
<b>Total Credits</b>		<b>9</b>

## Graduation Checklist

- Apply for graduation via [my.newpaltz.edu](http://my.newpaltz.edu) under "Graduation" tab according to the schedule in the [academic calendar](#).
- Resolve any pending admission conditions (outlined in your acceptance letter) and/or missing documents if applicable.
- Review your progress report via [my.newpaltz.edu](http://my.newpaltz.edu) to ensure that you have completed all program requirements.
- Remember that only two grades below a B- may be applied to your [plan of study](#)
- Contact your advisor if you need to amend your plan or process [transfer credit](#).
- Ensure that you are in [good academic standing](#) with a GPA (Grade Point Average) of 3.0 or higher.
- Complete your degree within the [specified time limit](#) outlined in the Program Overview.

## Program Learning Objectives

Graduates of the MS in Business Analytics will be able to:

- Understand the different forms of analytics and develop a sound understanding of the methods used in each.
- Develop hands-on experience with analytical tools and software that are widely used in practice including emphasis on Python, SQL, no-SQL, Tableau, and other current and trending technologies.
- Apply analytics in different business domains to enhance decision making.
- Understand the dynamics of leading and participating in successful analytics teams and projects.