

# Business Analytics MS

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## FOX SCHOOL OF BUSINESS AND MANAGEMENT

Learn more about the Master of Science in Business Analytics.

### About the Program

The MS in Business Analytics degree, a STEM-certified program, enables graduates to effectively use data and models to support identification and evaluation of opportunities and improve decision-making.

The Business Analytics MS leverages the ever-increasing volume and importance of data as a strategic asset for organizations. Graduates enhance their managerial skillset and improve decision-making through analytics. The curriculum supports student development of advanced skills and techniques that can be applied to discipline-specific and general business problems. The MS program ensures graduates are prepared to meet the growing demand for talent in the areas of managing, analyzing, predicting and discovering insights from complex data available to modern corporations.

**Time Limit for Degree Completion:** 6 years

**Campus Location:** Main, Center City, Online

**Full-Time/Part-Time Status:** The degree program can be completed on a full- or part-time basis.

**Affiliation(s):** Research interests of Fox faculty are supported by numerous centers and institutes throughout the Fox School and Temple University.

**Job Prospects:** The Fox Center for Student Professional Development (CSPD) provides students with career coaching and professional development resources that support the job search. Graduates are hired into such positions as:

- Big Data Analytics Specialist
- Data Analyst
- Data Scientist/Information Scientist
- Management Analyst/Consultant
- Manager of Services or Manufacturing Operations
- Market Research Analyst
- Project Manager
- Research Analyst
- Supply Chain Manager

**Non-Matriculated Student Policy:** This program requires the student to be matriculated in the degree program or graduate certificate program.

**Financing Opportunities:** Citizens and permanent residents of the United States are considered domestic students and are typically eligible for federal student loans and alternative loans through private lenders. The Fox School grants 5% tuition scholarships to alumni who are admitted to the program. Scholarship funds are limited and available based on merit.

### Admission Requirements and Deadlines

#### Application Deadline:

*Fall:*

- December 15 – Early Admissions Deadline
- March 1 – Scholarship Deadline and International Deadline
- June 30 – Final Deadline

Applications are reviewed as they are received and can sometimes be considered after the deadline.

APPLY ONLINE to this Fox graduate program.

#### Letters of Reference:

*Number Required:* 1

*From Whom:* Professional references from an immediate supervisor, current or past, are preferred. Academic references are acceptable.

**Bachelor's Degree in Discipline/Related Discipline:** The equivalent of a four-year U.S. baccalaureate degree from an accredited university or college is required. For three-year degrees, mark sheets must be evaluated by WES or another NACES organization.

**Statement of Goals:** Essay prompts can be found in the online application portal.

**Standardized Test Scores:**

GRE/GMAT: Required. Scores for the GRE typically fall within the following percentile ranges: 50 to 99 Verbal; 80 to 99 Quantitative.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree in a country where the language of instruction is English, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 90
- IELTS Academic: 7.0
- Duolingo: 110
- PTE Academic: 68

**Resume:** Current resume or CV is required.

**Interview:** Candidates are invited to interview in person or virtually. Interviews are required on a case-by-case basis.

**Writing Sample:** Prompts for this optional essay can be found in the online application portal.

**Transfer Credit:** Upper-level graduate credits from an AACSB-accredited graduate business program, but not previously applied to a conferred degree, may be transferred into the MS program. The credits must be part of the required degree program at Temple University. To be transferred, the grade must be a "B" or better. The Admissions Committee makes recommendations for transferring credits to the department chair. The maximum number of credits a student may transfer is 6.

## Program Requirements

**General Program Requirements:**

*Number of Credits Required Beyond the Baccalaureate: 30*

*Required Courses:*

Code	Title	Credit Hours
<b>Core Courses</b>		
BA 5687	Advanced Professional Development Strategies <sup>1</sup>	0
STAT 5001	Quantitative Methods for Business	3
STAT 5602	Visualization: The Art of Numbers and the Psychology of Persuasion	3
STAT 5603	Statistical Learning and Data Mining	3
STAT 5604	Experiments: Knowledge by Design	3
STAT 5605	Decision Models: From Data to Decisions	3
STAT 5606	Data: Care, Feeding, and Cleaning in Python	3
STAT 5607	Advanced Business Analytics	3
<b>Electives</b>		
Select two from the following: <sup>2</sup>		6
BA 5685	Internship or Externship in Business	
FIN 5001	Financial Analysis and Strategy	
FIN 5104	Advanced Corporate Finance	
FIN 5115	Financial Modeling for Investments and Corporate Finance	
MKTG 5103	Marketing Research: Techniques and Application	
MKTG 5111	Customer Data Analytics	
MKTG 5617	Advanced Modalities	
MKTG 5618	Quantitative Pricing and Revenue Analytics	
MSOM 5001	Operations Management	
MSOM 5107	Lean, Six Sigma, and the Science of Improvement	
MSOM 5108	Project Management	
SCM 5101	Supply Chain Analytics	

STAT 5170	Special Topics	
STAT 5182	Independent Study	
STAT 5190	Special Topics - Stat	
STAT 8109	Applied Statistics and Data Science	
STAT 8111	Survey Techniques for Business Applications	
STAT 8116	Categorical Data Analysis	
STAT 8122	Advanced SAS Programming	
<b>Capstone Course</b>		<b>3</b>
BA 5685	Internship or Externship in Business <sup>3</sup>	
or STAT 5651	Capstone in Analytics	
<b>Total Credit Hours</b>		<b>30</b>

1

BA 5687 may be waived based on prior academic or professional preparation. Students should consult with the Academic Director.

2

Two courses are required. Students should pursue a combination of electives that supports their educational and career goals. Note that in all cases, students are responsible for completing prerequisites. They are also encouraged to consult with the Academic Director or advisor when making their course selections. Alternate courses may be taken with permission from the Academic Director.

3

Permission from the Academic Director is required to enroll in BA 5685 Internship or Externship in Business as an elective. This permission, however, does not guarantee that the course will fulfill the capstone requirement. The Academic Director must grant a second permission for BA 5685 to count for the capstone.

### Culminating Event:

#### Capstone Course:

All students in the Business Analytics MS program participate in a capstone experience that is designed to integrate real-world problems into the curriculum. Students may choose between BA 5685 Internship or Externship in Business and STAT 5651 Capstone in Analytics. For STAT 5651, a sponsoring corporation provides a problem and real data, and students divide into teams to work on the problem. At the end of the term, the top several groups as judged by professors present to the program's advisory board and other corporate judges.

## Contacts

### Program Web Address:

<https://www.temple.edu/academics/degree-programs/business-analytics-ms-bu-busa-ms>

### Department Information:

Fox School of Business and Management  
 1801 Liacouras Walk  
 701 Alter Hall (006-22)  
 Philadelphia, PA 19122  
[foxinfo@temple.edu](mailto:foxinfo@temple.edu)  
 215-204-5890  
 215-204-7678  
 Fax: 215-204-1632

### Submission Address for Application Materials:

<https://apply.temple.edu/FOX/Account/Login>

### Department Contacts:

#### Academic Director:

Yiwei Chen  
 Assistant Professor  
[yiwei.chen@temple.edu](mailto:yiwei.chen@temple.edu)

#### Specialized Master's Programs Coordinator:

Rachel Carr  
 Senior Associate Director for Specialized Master's Programs  
[foxms@temple.edu](mailto:foxms@temple.edu)

215-204-7678