Master of Science in Business Analytics

Program information

College	College of Business		
Department or school	Department of Information Technology and Operations Management		
Degree abbreviation	M.S.	**CIP code**	30.7102
Program website	business.fau.edu/masters-phd/business-analytics/traditional		

Our commitment to you

This Academic Learning Compact describes the program's mission, what students who complete the program will know and be able to do, and how faculty assess that learning. Florida Atlantic University publishes a compact for every degree program and standalone certificate, so students, families, employers and the community can see what each program commits to providing its graduates.

Program mission

The Department of Information Technology and Operations Management builds skill in information systems, operations management and decision sciences. It prepares graduates to contribute to their organizations and communities as technology changes, working in active partnership with the business community.

Florida Atlantic University's mission

Florida Atlantic University is recognized as an opportunity university and R1 research institution dedicated to transforming lives through education, discovery, and innovation. We empower students to achieve economic mobility, advance knowledge that creates meaningful impact, and forge partnerships that drive prosperity and connection in the communities we serve.

How the program supports the university mission

The program supports the university's mission by opening paths to economic mobility through data-driven careers that employers need now and in the future. Hands-on projects build career-ready skills.

About the program

Business analytics students learn methods and tools to gather, organize, analyze, visualize, and present business data. They use these skills to help managers and executives make well-informed decisions. The program requires 30 credits: eight required courses and two electives. It is a great fit for students who enjoy working with data and want to guide business decisions.

Student learning outcomes

By graduation, students will be able to demonstrate outcomes in three core areas: content/discipline knowledge and skills (Outcome 1), communication skills (Outcome 2) and critical thinking skills (Outcome 3). Faculty assess all three core outcomes every year.

A. Content/Discipline Knowledge and Skills

What graduates will know and be able to do in their field

Areas this program addresses (check at least two)

- ☒ **Declarative knowledge:** key vocabulary, history, theories and concepts of the field
- ☒ **Research skills:** finding, gathering, analyzing and reporting information the way the field does
- ☐ **Technical skills:** hands-on tools and methods of the field, such as software, instruments, lesson plans or business reports

Graduates will be able to explain how information technology investment strategies align with an organization's business strategy, processes and people.

How students show it

A exam in the management of information systems and technology course and the introduction to business analytics and big data course.

Where it is assessed

ISM 6026 Management of Information Systems and Technology
ISM 6404 Introduction to Business Analytics and Big Data

B. Communication Skills

How graduates will share ideas and work with others

Areas this program addresses (check at least two)

- ☒ **Written communication:** clear, well-organized writing suited to the audience and purpose
- ☒ **Oral communication:** well-organized presentations that connect with an audience
- ☐ **Other forms of communication:** visual, media, performance or exhibit work
- ☐ **Team/collaborative communication:** contributing to group projects and shared goals

Graduates will be able to write clear, well-organized and properly formatted documents for professional business audiences.
Graduates will be able to deliver well-organized informative and persuasive presentations that suit their audience.

How students show it

Papers and presentations in the required graduate business communication course.

Where it is assessed

GEB 6217 Communication Strategies for Business Professionals

C. Critical Thinking Skills

How graduates will analyze, create and solve problems

Areas this program addresses (check at least one)

- ☒ **Analytical skills:** weighing evidence, comparing ideas and judging arguments
- ☐ **Creative skills:** combining knowledge to create something new, such as a design, performance or proposal
- ☐ **Practical skills:** applying knowledge to real situations, such as a business proposal, lesson plan or grant

Graduates will be able to analyze an organization's processes, work practices and people to recommend technology investments that support its strategy.

How students show it

A project in the management of information systems and technology course and the introduction to business analytics and big data course.

Where it is assessed

ISM 6026 Management of Information Systems and Technology
ISM 6404 Introduction to Busines Analytics and Big Data

Assessment approaches

Every year, faculty review samples of student work to see how well students are meeting all three outcomes, and they use what they learn to improve the program.

Faculty review a project in the management of information systems and technology course. They look at how well students explain and analyze technology investment strategy. Faculty also review papers and presentations in the graduate business communication course and use the results to improve courses.

Assessment methods may change over time.