

Business Analytics

Department Information

- **Program Director:**
Fred Riggins, Ph.D.
- **Program Adviser:**
Elizabeth Worth, M.Ed.
- **Email:**
elizabeth.worth@ndsu.edu
- **Department Location:**
200 Barry Hall
- **Department Phone:**
701-231-5845
- **Department Web Site:**
www.ndsu.edu/business/programs/graduate/msba/ (<http://www.ndsu.edu/business/programs/graduate/msba/>)
- **Credential Offered:**
M.S.
- **Test Requirement:**
GMAT or GRE

MSBA Program Curriculum (30 credits):

Code	Title	Credits
Data Analysis Foundations		6
CSCI 765	Introduction To Database Systems	3
STAT 725	Applied Statistics	3
Business Analytics Foundations		10
MBA 722	Marketing Analytics and Customer Intelligence	2
MBA 723	Digital Marketing	2
MBA 751	Business Analytics Concepts	2
MBA 752	Business Analytics Strategy	2
MBA 753	Business Analytics Methods	2
Business Analytics Advanced Courses		6
MIS 720	Visualization and Reporting	2
MIS 740	Advanced Business Analytics Methods	2
MIS 790	Graduate Seminar	2
Business Analytics Focus and Field Experience		8
Electives - choose from approved list or with advisory's approval		3
MIS 795	Field Experience	5