

MS Business Analytics Program Plan

The MS Business Analytics degree focuses on the exciting and fast-growing field of “big data.” Learn about merging developments in marketing and customer analytics including operations research, business analytics, aspects of computer science and statistical methods during your degree. The curriculum offers a technical, quantitative, and statistically intensive program designed to train specialists in turning data into business decisions.

The 10-month Master’s program focuses on preparation in three areas:

- Technical coding and data architecture skills
- Functional analytic problem solving in a given business concept such as marketing, health, finance, risk and more.
- Soft-skill development: ability to communicate quantitative facts and conclusions with simplicity and empathy, facilitating decision-making

The MS Business Analytics degree offers three tracks to develop analytic skills in specific disciplines: Marketing Analytics, Decision Science, and Security Analytics

Semester	Core Business Analytics Courses	
Summer B 6 Credits	MSBC 5070 Survey of Business Analytics	3
	MSBX 5410 Fundamentals of Data Analytics	3
Fall 12 Credits	MSBC 5180 Machine Learning in Python	3
	MSBX 5405 Structured Data Modeling & Analysis	3
	MSBX 5415 Advanced Data Analytics	3
	1 Track-Specific Elective	3
Spring 15 Credits	MSBX 5190 Modern Artificial Intelligence	3
	MSBX 5420 Unstructured & Distributed Data Modeling & Analysis	3
	MSBC 5490 Experiential Projects Class	3
	2 Track-Specific Electives	6
Total Credits		33
Track-Specific Elective Courses		
Advertising & Marketing	MBAX 6330 Market Intelligence (Fall)	
	APRD 6342 Digital Advertising (Spring)	
	MSBX 5310 Customer Analytics (Spring)	
Decision Sciences	MSBC 5680 Optimization Modeling (Fall)	
	MATH/STAT 5540 Introduction to Time Series (Spring)	
	MBAX 6410 Process Analytics (Spring)	
Security Analytics	CYBR 5010 Fundamentals of Data Communication (Fall)	
	MSBX 5480 Information Security Management (Spring)	
	MSBX 5500 Security Analytics with Python (Spring)	
Healthcare Analytics	NURS 6286 Foundation of Healthcare Informatics (Fall)	
	NURS 6289 Information Systems Life Cycle (Spring)	
	MSBX 5425 Healthcare Analytics (Spring)	

For more information, contact:

Admissions Information

Leeds Graduate Programs
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 (303) 492-8397

Orientation in Late June 2023.
 First day of classes: July 11, 2023.
 Graduation: May 9, 2024.



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Healthcare Analytics - Nursing Course Descriptions and Information

The following courses can be found in the [CU Denver | Anschutz Medical Campus Course Catalog](#).

Please note that they are **not** yet in the CU Boulder course catalog.

NURS 6286 Foundation of Healthcare Informatics - Course Description:

NURS 6286 - Foundations Informatics (3 Credits)

This introductory course focuses on core concepts, skills, tools that define the informatics field and the examination of health information technologies to promote safety, improve quality, foster consumer-centered care, and efficiency.

Grading Basis: Letter Grade

NURS 6289 Information Systems Life Cycle - Course Description:

NURS 6289 - Information Systems Life Cycle (4 Credits)

This course focuses on a structured approach to information system development and implementation. The course addresses the five phases of the life cycle: planning, analysis, design, implementation and evaluation. Prereq: Minimum of one informatics course or permission of instructor.

Grading Basis: Letter Grade

Typically Offered: Fall.