The MS Business Analytics degree focuses on the exciting and fast-growing field of “big data.” Merging developments in marketing and customer analytics with operations research, business analytics, aspects of computer science and statistical methods. The specialization 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 Problems in a business concept (marketing, health, finance, risk, etc.)
- Soft-Skill Development: Ability to communicate quantitative facts and conclusions with simplicity and empathy, facilitating decision-making

The Business Analytics degree offers three tracks to develop analytic skills in specific disciplines:

**Marketing Analytics, Decision Science, and Security Analytics**

<table>
<thead>
<tr>
<th>Semester</th>
<th>Core Business Analytics Courses</th>
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| Summer B / 6 Credits | MSBC 5070  Survey of Business Analytics  
MSBX 5410  Fundamentals of Data Analytics |
| Fall / 12 Credits | MSBC 5030  Quantitative Methods  
MSBX 5405  Structured Data Modeling & Analysis  
2 Track Specific Electives |
| Spring / 15 Credits | MSBX 5415  Advanced Data Analytics  
MSBX 5420  Unstructured & Distributed Data Modeling & Analysis  
MSBC 5490  Experiential Projects Class  
2 Track Specific Electives |

**Track Specific Elective Courses**

| Advertising & Marketing | MBAX 6330  Market Intelligence  
APRD 6342  Digital Advertising (Fall)  
MSBX 5310  Customer Analytics  
APRD 6343  Applications of Advanced Statistics in Advertising (Spring) |
| Decision Sciences | MSBC 5680  Decision Modeling  
MATH/APPM 4650  Numerical Analysis 1  
MATH/APPM 5540  Introduction to Time Series (Spring)  
MBAX 6410  Process Analytics (Spring) |
| Security Analytics | MSBX 5480  Information Security Management (Fall)  
TLEN 5330  Internet Laboratory (Fall)  
TLEN 5540  Network Security Lab (Spring)  
MSBX TBD  Security Analytics with Python (Spring) |

**Credits**

| Credits | 33 total |

Begins July 9, 2019; ends May 2020

For additional information, please visit our website at
www.colorado.edu/leedsMS or email us at leedsgrad@colorado.edu