M.S. IN BUSINESS ANALYTICS*

Developed in partnership with SAS®, this 37 credit hour program is for full time students with engineering, mathematics, statistics, science, information technology or business background with a passion for working with data to solve challenging business problems. The curriculum draws on the courses from marketing, information science, statistics and industrial engineering and prepares students to explore, visualize, predict, derive, and communicate actionable insights from a wide variety of large data. Working professionals with experience can earn the degree by completing 33 credit hours of coursework in the online option.

GRADUATE CERTIFICATE IN BUSINESS DATA MINING WITH SAS® AND SPEARS SCHOOL OF BUSINESS CERTIFICATE

Developed in partnership with SAS®, this 12 credit hour program trains working professionals with a technical background how to extract and manipulate data from large databases, analyze data patterns (both statistical and non-statistical), make predictions/forecasts and interpret such analyses in the context of business applications. Hands-on courses build actual experience in mining large databases and will give students the opportunity to develop in-depth skills in business data mining. In conjunction with completing the Graduate Certificate in Business Data Mining, students can complete multiple joint certificates from OSU and SAS®, a leading provider of data mining and business analytics software and services. Students enrolled in the graduate certificate in business data mining can transfer most of these credits to MS in Business Analytics if they choose to apply for admission into the MS degree at a later date.

GRADUATE CERTIFICATE IN MARKETING ANALYTICS WITH SAS® AND SPEARS SCHOOL OF BUSINESS CERTIFICATE

Developed in partnership with SAS®, this 12 credit hour program trains working professionals with non-technical backgrounds, or MBA students about marketing applications of contemporary data analysis techniques. The structure of the curriculum is designed to balance the need for understanding applications of quantitative and statistical modeling along with data visualization, data exploration and interpretation. Hands-on courses build actual experience in using data to make better marketing decisions and give students opportunities to develop relevant skills in marketing analytics. In conjunction with completing the Graduate Certificate in Marketing Analytics, students may complete a joint certificate from OSU and SAS®, a leading provider of data mining and business analytics software and services. Students who enroll in the graduate certificate in marketing analytics may transfer some of these credits to MS in Business Analytics if they choose to apply for admission into the MS degree at a later date.

Admission requirements:
Candidates must be admitted to the OSU Graduate College and have completed a bachelor’s degree. Review the program website for further admission requirement information.

Watson Graduate School of Management | 102 Gundersen Hall | Stillwater, OK 74078
Phone: 405.744.9000 | Fax: 405.744.7474 | Email: analytics@okstate.edu | Web: analytics.okstate.edu

* MS degree is pending State Regents approval.