

MASTER *of* SCIENCE

ENTERPRISE ANALYTICS

Program Overview

The Master of Science in Enterprise Analytics at Amberton University targets adult learners interested in affecting positive change at their organizations through improved data-driven decision-making. Grounded in an array of business analytics principles, the MSEA program is a study of strategies, tools, methods, and applications that provides students with the capability to master the implementation of advanced enterprise analytics to gain competitive advantage. Students acquire knowledge of business analytics tools, techniques, and processes necessary to effectively employ applications such as machine learning, artificial intelligence, linear programming, data mining, optimization, predictive analytics, and root cause analysis. Finally, data analytics is a fun, easy-to-learn specialization that is inherently multi-disciplinary. Instead of a focus on mathematical proofs, students at Amberton University will use modern technology to learn in a lab-like setting that emulates how data analytics professionals actually work in business. This program may be completed 100% online.



MS Enterprise Analytics Degree Plan

I. Prerequisites (Bachelor's in business or the following course)

BUS3310 Competitive Business Analysis	3 Hours
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II. Required Graduate Studies 6 Hours

RGS6035 Theory & Application of Research Methods	3 Hours
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RGS6036 Ethics for Decision Making	3 Hours
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III. Major Requirements (6000 level courses) 18 Hours

MGT6460 Applied Business Analytics	3 Hours
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MGT6470 Operations Analytics	3 Hours
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MKT6450 Competitive Marketing Analytics	3 Hours
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ACC6135 Data Analytics for Accountants	3 Hours
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MGT6480 Predictive Human Resource Analytics	3 Hours
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MGT6490 Enterprise Analytics (Capstone)	3 Hours
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IV. Electives (5000/6000 Levels) 6 Hours

Business Administration Electives (Selected from courses with the following prefixes: ACC, BUS, ECO, FIN, MGT, MKT)	6 Hours
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Totals:	(Excluding Program Prerequisites) 30 Hours
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