Employers need skilled individuals who can translate big data into recommendations for profitable actions. A study conducted by Gallup reports that, by 2021, 69 percent of employers expect job candidates to have data science and analytics skills, but at the same time colleges report there are far fewer graduates learning these skills. Another study by McKinsey Global Institute predicted a workforce gap of 1.5 million managers and analysts with the knowledge to decipher and translate data patterns for decision making.

Program Description
The Master of Science in Business Analytics degree consists of a set of core courses and a set of electives organized into tracks: Accounting Analytics, Cybersecurity Analytics, Data Engineering, Data Science, Decision and Operations Analytics, Financial Analytics, Healthcare Analytics, Marketing Analytics and Social Media Analytics. In addition to teaching the core analytics concepts, the degree covers tools like SAS, R, Python, Hadoop, Stata and Tableau. This is a STEM designated program.

For students who are unable to attend on-campus classes, the program is available online to engage students anywhere focusing on data science. In this program, the Data Science track is offered in an online format.

Cohort options are also available to help build a collaborative experience in which students take all courses together as a cohort. Students can select a cohort track in data science or accounting analytics.

A flex program is also available to allow students the flexibility to complete the program at their own pace. It also allows students the flexibility to choose courses and gain knowledge to pursue opportunities in several specializations in business analytics.

The MS in Business Analytics requires the completion of a minimum of 36 semester credit hours. Calculus is a prerequisite for this degree program. For complete admission and degree requirements, view the Graduate Catalog at catalog.utdallas.edu.

Career Opportunities
Graduates of the program seek positions such as: data scientist, data engineer, data analyst, business intelligence analyst, business intelligence engineer, business intelligence consultant, big data engineer, risk analyst, fraud analyst, pricing analyst, strategic business analyst and marketing analyst.

 Marketable Skills
Upon successful completion of the MS in Business Analytics degree program, UT Dallas students will identify, formulate, apply, and conduct or implement the following skills:

• Analytical reasoning ability to apply descriptive, diagnostic, predictive and prescriptive analytics in business situations to solve business problems
• Understanding, identifying, accessing, organizing, analyzing, interpreting, and visualizing data to inform business decision making
• Data interpretation and storytelling
• Mathematical, AI/machine learning, statistical and econometric techniques for modeling, estimation, inference, and forecasting
• Analytical problem solving, incorporating critical and analytical thinking skills
• Communication, collaboration and teamwork skills to drive analytics results into action by communicating results to key stakeholders

Contact Information
Cohort:
Email: msbuancohort@utdallas.edu

Flex:
Email: msbuanflex@utdallas.edu

Online:
Email: msbuanonline@utdallas.edu

JSOM Advising Office
Jindal School of Management
The University of Texas at Dallas, SM20
800 West Campbell Road
Richardson, TX 75080-3021
972-883-2750
Office: JSOM 2.250
jindal.utdallas.edu

800 W Campbell Rd, Richardson, TX 75080
utdallas.edu/admissions/graduate
The University of Texas at Dallas Naveen Jindal School of Management (JSOM) is the largest of UT Dallas’ eight schools, with an enrollment of about 9,000 with almost half who are graduate students. The school provides outstanding tuition value, a wide variety of classes on campus and online, flexible scheduling and a convenient location. The Jindal School of Management keeps abreast of business needs as an essential component in providing students with rigorous training and relevant skills for professional success. Programs are offered at the undergraduate, MBA, master’s, PhD and executive levels. Programs are organized around six broad topics of business specialization:

- Accounting
- Finance and Managerial Economics
- Information Systems
- Marketing
- Operations Management
- Organizations, Strategy and International Management

A broad array of internship and scholarship opportunities is made available to Jindal School students each academic year. The school operates its own Career Management Center, which students may use in addition to the campus-wide UT Dallas Career Center. More than 70 student organizations are based in the school. Most of these focus on career development in specific fields and build networking, internship and employment opportunities. U.S. News & World Report (2021) ranks the school’s Full-Time MBA program at No. 33 (tied) in the nation and tied for No. 12 (tied) among public university programs in the United States. In the same ranking, the publication places the Professional (Part-Time) MBA at No. 19 (tied) in the nation. jindal.utdallas.edu

Faculty
The Jindal School offers a variety of degree options at the undergraduate, graduate, master’s and PhD levels. The school’s relevant, rigorous curriculums were developed by exemplary teachers and leading researchers. The outstanding faculty members bring a wealth of intellectual capital, and they often come because UT Dallas enthusiastically encourages and supports scholarly inquiry and innovative teaching. New discoveries, along with faculty members’ expertise, inform the academic programs at every level.

<table>
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<tr>
<th>JSOM Graduate Programs</th>
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<tbody>
<tr>
<td>Accounting MS</td>
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<tr>
<td>Business Administration MBA**</td>
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<td>Business Analytics MS</td>
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<td>Energy Management MS</td>
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<td>Finance MS</td>
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<td>Financial Technology and Analytics MS</td>
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<td>Healthcare Leadership and Management MS</td>
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<td>Information Technology and Management MS</td>
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<td>Innovation and Entrepreneurship MS</td>
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<tr>
<td>International Management Studies MS PhD</td>
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<td>Leadership and Organizational Development MS</td>
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<td>Management Science* MS PhD</td>
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<td>Marketing MS</td>
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<td>Supply Chain Management MS</td>
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<tr>
<td>Systems Engineering and Management*** MS</td>
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* UT Dallas also offers an Executive Management Science degree with concentration options in Project Management and Organizational Behavior and Coaching.

** UT Dallas also offers Executive MBAs with concentrations in Healthcare Management for Physicians (MS or MBA), Product Lifecycle and Supply Chain Management and Project Management.

*** Systems Engineering and Management is a joint program with the Erik Jonsson School of Engineering and Computer Science.

Contact Information

Office of Admission and Enrollment
800 West Campbell Road
Richardson, TX 75080-3021
Phone: 972-883-2270 or 1-800-889-2443
Email: interest@utdallas.edu
Website: utdallas.edu/enroll

Recruitment Team
Naveen Jindal School of Management SM40
800 West Campbell Road
Richardson, TX 75080-3021
Phone: 972-883-5889
Email: jindal@utdallas.edu
Website: jindal.utdallas.edu

800 W Campbell Rd, Richardson, TX 75080
www.utdallas.edu
The school’s centers and institutes blend academic research with the real world. The business community as well as UT Dallas faculty and students benefit from this exchange of ideas, experiences and research. Jindal School Centers and Institutes of Excellence include:

- Center and Laboratory for Behavioral Operations and Economics
- Center for the Analysis of Property Rights and Innovation
- Center for Finance Strategy Innovation
- Center for Global Business
- Center for Healthcare Leadership and Management
- Center for Information Technology and Management
- Center for Intelligent Supply Networks
- Center for Internal Auditing Excellence
- Center for Professional Sales
- International Accounting Development: Oil and Gas
- International Center for Decision and Risk Analysis
- The Leadership Center
- Morris Hite Center
- Herbert D. Weitzman Institute for Real Estate
- Institute for Excellence in Corporate Governance
- Institute for Innovation and Entrepreneurship

[jindal.utdallas.edu/centers-of-excellence](jindal.utdallas.edu/centers-of-excellence)

**The Career Management Center (CMC)**

The Career Management Center (CMC) prepares degree-seeking students in the Jindal School of Management for significant and fulfilling business careers. The CMC has a committed and enduring relationship with the DFW business community, home to 24 Fortune 500 companies. The CMC offers tools and programs to help students and graduates build their networks, enhance their skills and develop professionalism to land dream jobs. Services include:

- Handshake (internal job posting website)
- Professional development opportunities
- Internships
- Portfolio building
- Company visits and networking opportunities on campus

[jindal.utdallas.edu/career](jindal.utdallas.edu/career)

**Location**

The Jindal School benefits from its location in the Dallas-Fort Worth area, a center of industry and trade that places a high value on ingenuity and entrepreneurship. *Foreign Policy* magazine named Dallas one of only five U.S. cities in the top 25 in its projection of the “most dynamic cities in the world in 2025.”