Program Description

Employers need skilled individuals who can translate big data into recommendations for profitable actions. The Master of Science in Business Analytics degree program provides students with the practical and theoretical knowledge needed to pursue careers involving a wide variety of data science, data engineering and data analytics roles within a number of business domains.

Taught by top-tier faculty at the Naveen Jindal School of Management, this STEM-designated degree program consists of both core courses and a set of electives organized into various tracks: Accounting Analytics, Cybersecurity Analytics, Data Engineering, Data Science, Decisions and Operations Analytics, Financial Analytics, Healthcare Analytics, Marketing Analytics, Social Media Analytics and Enterprise Systems Analytics.

The master's program offers three degree options for students:

- **Flex**: The flex program allows 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.
- **Cohort**: Students in the cohort program are focused on one of two tracks – Accounting Analytics or Data Science. These tracks are offered in an on-campus format, ideal for working adults as well as full-time students.
- **Online**: This format focuses on data science and is ideal for working adults, for those looking for a career pivot into the expanding business analytics job market, or for those whose personal situations make traveling to UT Dallas challenging.

In addition to descriptive, prescriptive and predictive analytics, the program teaches such tools as SAS, R, Python, Hadoop, Stata and Tableau. It thus ensures that students master essential skills in business analytics to meet the growing needs of 21st-century businesses.

Benefits

The Business Analytics master's program ensures that students gain a broad understanding of their discipline, apply their knowledge and analytical skills to create effective and novel solutions to practical problems and communicate and work effectively in collaborative environments.

Other benefits include:

- **World-Class Faculty**: The program is led by faculty of the Naveen Jindal School of Management who are widely cited experts in their respective fields, many of whom also have professional industry experience.
- **Comprehensive Curriculum**: Courses in the Business Analytics program will introduce students to new ideas, technologies and competencies while also teaching them the knowledge they'll need to thrive in competitive, ever-changing industries.
- **Program Flexibility**: The program offers a variety of tracks and numerous electives. Students have the choice to complete their degrees in the flex, cohort or online options.
- **Double Degree Pathways**: The double degree option allows students to share coursework between two degrees and take advantage of potential time and tuition benefits.

Contact Information

**Cohort:**
Email: msbuancohort@utdallas.edu

**Flex:**
Email: msbuanflex@utdallas.edu

**Online:**
Email: msbuanonline@utdallas.edu

**JSOM Advising Office**
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Richardson, TX 75080-3021
972-883-2750
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The University of Texas at Dallas
Facilities: The School of Management building and Jindal School Addition provide students with more than 300,000 square feet of classroom, computer labs and study areas including specialized labs for financial trading, business communications, accounting and sales.

Location: Situated in the greater Dallas region—recently rated by Forbes magazine as the #1 “Best City for Jobs”—UT Dallas provides students with easy access to employers and internship opportunities, not to mention a large and supportive alumni population.

Career Opportunities
Graduates of the Business Analytics master’s program have gone on to pursue professional careers in a wide variety of fields. Recent graduates have found jobs such as:

- Data Scientist
- Data Engineer
- Data Analyst
- Business Intelligence Analyst, Engineer or Consultant
- Risk Analyst
- Fraud Analyst
- Pricing Analyst
- Strategic Business Analyst
- Market 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.

Application Deadlines and Requirements
Please take note of all application deadlines and visit the Apply Now webpage to begin the application process. See the Business Analytics program’s website for additional information.

Applicants to the Business Analytics master’s program should have:

- A bachelor’s degree or its equivalent from an institution in the United States, or its equivalent (all majors are considered). Knowledge of calculus is required. Applicants who have not satisfied this requirement may take OPRE 6303 (Quantitative Foundations of Business). A grade point average (GPA) of at least 3.0 in both core and aggregate courses.
- Test Scores: Competitive GMAT performance based on a score that is less than five years old. GRE scores are also accepted.
- Letters of Recommendation: Applicants must submit at least one letter of recommendation from an individual able to judge the candidate’s potential for success in the master’s degree program. The letter can be academic or professional.
- Admissions Essay: Applicants must submit an essay outlining their academic interests and professional goals.
- A resume.
- International applicants must submit a test score to demonstrate their English proficiency. We accept TOEFL/IELTS/ELTS/PTE/Duolingo scores.
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.

### JSOM Graduate Programs

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<tr>
<th>Program</th>
<th>Level</th>
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<tbody>
<tr>
<td>Accounting</td>
<td>MS</td>
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<tr>
<td>Business Administration</td>
<td>MBA**</td>
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<td>Business Analytics</td>
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<td>Energy Management</td>
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<td>Finance</td>
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<td>Financial Technology and Analytics</td>
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<td>Healthcare Leadership and Management</td>
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<td>Information Technology and Management</td>
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<td>Innovation and Entrepreneurship</td>
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<td>International Management Studies</td>
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<td>Leadership and Organizational Development</td>
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<td>Management Science*</td>
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<td>Marketing</td>
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<td>Supply Chain Management</td>
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<tr>
<td>Systems Engineering and Management***</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.
Naveen Jindal School of Management
Centers and Institutes

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]

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]

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.”

[jindal.utdallas.edu/career]