

MBA CURRICULUM

Recommended Course Plan

Total of 12 courses (if foundation courses waived)

- 1) **GS 601 Strategic Information Management**
- 2) **GS 602 Business Process Management**
- 3) **GS 603 Leadership, Ethics & Corporate Responsibilities**
- 4) **GS 604 Global Strategy**

- 5) **ST 625 Regression and Time Series***
- 6) **ST 635 Multivariate statistics (logistic regression, cluster analysis, factor analysis)***
- 7) **MA 710 Data Mining (decision trees, genetic algorithms, MARS, web mining text mining, etc.)**
- 8) **MA 611 Time Series Analysis (including R)**

- 9) **CS 603 Object-Oriented application development**
or
CS 610 Enterprise Architecture
- 10) **CS 605 Data Management and Systems Modeling (including SQL)**
- 11) **CS 650 Data Management Architectures**

- 12) **Elective**
Strongly recommended elective
 - MK 711 Market Research**
 - MK 726 Customer Data Analysis and Relationship Marketing**
 - CS 612 Web-based Application Design**
 - HF 730 Visualizing Information**

*Must be approved by concentration advisor for use in IT concentration

Employers concur in their belief that a good knowledge of general business areas coupled with strong exposure to analytic techniques and database management tools are key to success in rewarding analytics careers.

Typical employers include financial institutions such as Bank of America or Fidelity Investments, health-care organizations such as Partners Healthcare, database marketing and market research firms such as Digitas, Epsilon, or Calexus, analytics groups in leading corporations such as Deloitte, consulting firms such as Chadwick, Martin and Bailey, retailers such as Staples or Grand Circle Travel.



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BUSINESS ANALYTICS

- ◆ Graduate Certificate:
Business Analytics
- ◆ MBA (Dual Concentration):
Business Analytics &
Information Technology
- ◆ PhD in Business: Business
Analytics

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Benefits of a Specialty in Business Analytics

Gain hands-on expertise in applied analytic techniques such as

- Linear and Logistic Regression
- Decision trees
- Cluster Analysis
- Factor Analysis

Get experience in cutting edge data mining methods such as

- Web Analytics
- Genetic Algorithms
- Text Mining

- Work on real-life projects and learn how to present your results effectively
- Enhance your employability by preparing for level I SAS programmer certification
- Develop proficiency in leading statistical packages throughout the program
- Enhance your knowledge of data management and SQL
- Learn how to develop a Data Warehouse
- Understand how information Technology drives global strategy and business processes

GRADUATE CERTIFICATE PROGRAM

Recommended Course Plan

- **ST 625** Regression and Time Series (Required)
- **ST 635** Multivariate statistics (logistic regression, cluster analysis, factor analysis)
- **MA 710** Data Mining (decision trees, genetic algorithms, MARS, web mining, test mining, etc.)
- **MA 611** Time Series analysis (including R)
- **CS 605** Data Management and Systems Modeling (including SQL)

PhD IN BUSINESS: BUSINESS ANALYTICS

The PhD in Business with specialization in Business Analytics prepares candidates for academic or corporate careers in analytics. Research interests of current PhD students include:

- Data mining in finance
- Text mining and web analytics
- Social networks and virtual worlds
- Statistical analyses of the global digital divide
- International statistics

Testimonials

"Analytics careers place you at the forefront of business decisions, not in a backroom. As one of the very few people who understand the organization's data fully, you are an invaluable professional."

Allen Thompson,

Executive Vice President of Global Wealth and Investment Management
Bank of America and a former Business Data Analysis student



"The Bentley analytics program has been ideal for me since it has allowed me to bridge the gap between my theoretical quantitative background and business applications. I have been able to continue to do quantitative work while being exposed to other business areas such as IT, economics and organizational behavior, and have had a change to teach and work on interesting consultancy projects."

Mayokun Soremekun,

PhD Candidate in Business Analytics
Statistician at Brookstone