

# Master of Science in Business Analytics (Online)

## Degree Requirements

Our Online Master of Science in Business Analytics (OMSA) program allows working professionals to amplify their data analysis abilities in the fast-growing field of analytics.

The program is divided into three sections, with each one earning a credential. After the first eight months, students will earn a Graduate Certificate. An Advanced Graduate Certificate follows this during the second eight months, and a degree is earned when students complete the program. This allows students to add impressive credentials to their resumes even before they complete their degrees.

- **OMSA Graduate Certificate:** Requires the completion of 10.5 credits over eight months
- **OMSA Advanced Graduate Certificate:** Requires the completion of 12 credits over eight months
- **Online MS in Business Analytics degree:** Requires the completion of 10.5 credits over eight months

The OMSA degree requires the completion of 33 credit units of courses, including common core credits that build students' analytics knowledge. The core courses focus on skills and tools such as SQL, Python, Tableau, R programming text mining, big data and cloud computing.

Visit Olin's Online MS in Business Analytics page for detailed information about this program and its course offerings.

## Orientation Program

Students will kick off their OMSA enrollment with a weekend immersion program that begins with a program introduction and virtual meet-and-greet. The weekend includes a discussion of program requirements, curriculum, and Olin policies; an overview of university resources; and team-building activities. The week prior to the immersion experience, students are granted advance access to orientation information via the *learn.WashU.online* platform. Students also complete foundation courses to bolster their quantitative background and maximize their academic preparation before the start of the program.

Students pursuing individual certificates or who have taken a pause in enrollment between the Graduate Certificate and the Advanced Graduate Certificate will participate in a short reorientation session. This session reorients students to campus resources and program requirements and reintroduces them to Graduate Programs Office support staff.

## Curriculum

### Master of Science in Analytics (Online) Graduate Certificate Courses

Code	Title	Units
DAT 8550	Machine Learning Tools for Prediction of Bus Outcomes	3
DAT 8561	Introduction to Python and Data Science	3
DAT 8563	Data Visualization for Business Insights	1.5
DAT 8564	Database Design and SQL	1.5
DAT 8570	R and Statistics	1.5

- Prior to program start for the OMSA Advanced Graduate Certificate, students must complete the Intro to Marketing Foundations course.

### Master of Science in Analytics (Online) Advanced Graduate Certificate Courses

Code	Title	Units
DAT 500N	Prescriptive Analytics	1.5
DAT 500W	A/B Testing in Business and Social Science	3
DAT 560M	Big Data and Cloud Computing	1.5
DAT 562	Text Mining	1.5
DAT 565E	Deep Learning for Prediction of Business Outcomes	1.5
MKT 500T	Customer Analytics	3

- Prior to program start for the OMSA degree curriculum, students must complete ACCT 560 Introduction to Financial Accounting.

### Master of Science in Analytics (Online) Degree Courses

Code	Title	Units
FIN 550F	FinTech: Methods and Practice	3
FIN 5203	Financial Management	3
MGT 560F	Professional Business Communication	1.5
MKT 555	Analytics Driven Brand Management	1.5
MKT 555A	Data Analysis for Brand Management	1.5