

BUSINESS ANALYTICS, ONLINE (MS IN BUSINESS ANALYTICS)

Program Description

The Online Master of Science in Business Analytics (OMSBA) program's design provides technical competence in applying analytic methodologies to business problems. In addition to technical competence in mathematical modeling and computing technologies, the program includes content in competencies that businesses require: business acumen and communicating with impact. These skills permit graduates to ask the right business questions, build the right models, use those models to perform the right analyses, and communicate clearly the results of complex analyses.

The OMSBA program blends the best of William & Mary - a Public Ivy education, world-class faculty, small classes, and a global community of peers - with a program designed exclusively for online students. Connect to a community that extends far beyond the classroom to grow your network. The online learning environment - which is always accessible through a mobile app and online course room - is designed to deliver the flexibility you need to accommodate the other demands of your life.

The program is designed to be completed part-time, comprising 32 credits over four semesters and 8 credit hours of pre-requisite foundational coursework. Foundational pre-requisites can be waived pending approval of prior academic experience. The courses in the curriculum build upon one another where technical foundations and business acumen are the first focus. The subsequent courses provide in-depth coverage of analytic methodologies and, finally, culminating with a capstone project where students apply newly acquired skills.

The OMSBA program is offered through Mason's Operations and Information Systems Management (OISM) area. These OISM faculty members are uniquely trained in the techniques taught in business analytics programs at prominent institutions, including Stanford University, University of Michigan, Michigan State University, Dartmouth and Pennsylvania State University. Their fields include operations research, industrial engineering, computer science, business, and information technology. In addition, these faculty members have all been actively engaged in real-world applications of business analytics through their consulting activities.

Academic Calendar

To view specific dates for the current Academic Calendar, please refer to the current calendar dates on the University Registrar's webpage.

Format

Degree Completion Time - 4 semesters of core classes

Credits required for Online MSBA - 32

Students are required to have a pre-configured computer to support the software requirements of the program in addition to internet access and a webcam.

Fact Sheet/Tuition

The Online Master of Science in Business Analytics program is a part-time program comprising 32 credits of coursework over four semesters and 8 credit hours of pre-requisite foundational coursework. Foundational pre-requisites can be waived pending approval of prior academic experience. Students take two 7.5 week classes in the fall, spring, and summer semesters. The core courses are designed to be completed in 4 semesters. Classes are asynchronous and are accessible by web or mobile application. A Residency or Global Business Immersion is optional for students.

Admissions Requirements

Designed for both career advancers and career changers, the Online Master of Science in Business Analytics program at William & Mary helps develop a student's ability to derive insights from data and to situate those insights for an organization's bottom line.

Because of this rigorous emphasis, our Online Admissions Team looks for prospective students who have a strong analytical aptitude and firm quantitative background, so they are better able to achieve success and benefit from our robust curriculum.

Applicants are required to have a bachelor's degree or equivalent from a regionally accredited college or university. In addition, they are required to have a minimum of two years of professional work experience or must otherwise prove their business acumen.

To be considered for admission to the Online Programs, applicants must submit a completed online programs application, a 300-word personal statement, one professional reference, professional resume, and an undergrad transcript with numeric GPA. The interview requirement may be waived at the discretion of the Admissions Committee. International applicants and those with a transcript from an international university may also need to submit a transcript evaluation and/or an English proficiency examination score as a part of their application. All students admitted to graduate programs at the Raymond A. Mason School of Business must have a conferred bachelor's degree from an accredited institution prior to matriculation.

Online MSBA Tuition & Fees

Please visit the W&M Student Accounts website for information about Online MSBA tuition and fees.

Degree Completion Time - 4 Semesters

Required prerequisites must be completed prior to the registration for specific courses as noted in the course descriptions. There are no exceptions to this requirement.

Code	Title	Hours
Prerequisite Online MSBA Courses		
BUAD 512A	Prob & Stats with R	4
BUAD 512B	Business Modeling with Python	4
Online MSBA Courses		
BUAD 5112	Comp through Bus Analytics	4
BUAD 5052	Decision Modeling	4
BUAD 5772	Databases and Data Warehouses	4
BUAD 5092	Optimization & Prescrp Anlytcs	4
BUAD 5122	Machine Learn & Pred Analytics	4
BUAD 5132	Big Data & Cloud Computing	4

BUAD 5802	Artificial Intelligence	4
BUAD 5762	Capstone Project	4
Total Hours		40