M.S. in Business Analytics

Big Data is driving the future. Are you ready?

Up to 1.5 million new management positions\(^1\) are being created simply to meet the need for data-savvy business and marketing executives, as corporations and organizations leverage the power of Big Data to boost productivity, become more competitive, and open new markets.

If you’re ready for this once-in-a-generation opportunity, the specialized skills and knowledge you gain through Concordia College–New York’s Master of Science in Business Analytics online degree program can help secure your future as an in-demand professional.

Our 30-credit Business Analytics M.S. curriculum emphasizes real-world applications and practices, including the use of in-demand tools such as the R data analysis package, the Tableau visual analytics software, and other products.

Candidates will work with actual data sets, specific analytic examples, and real-world case studies from Wall Street, Silicon Alley, and Silicon Valley to gain valuable insight into specific issues and world-class solutions. You’ll learn to determine patterns and trends, offer predictive analysis, and drive high-level decision making in fields including education, finance, healthcare, marketing, technology, and more.

Students will do much more than crunch numbers, though. Concordia New York’s emphasis on ethical leadership and management best practices will give you the confidence to work with a variety of teams and organizations as you effectively communicate findings and recommendations.

This new digital frontier won’t wait, though, and neither should you: Our traditional progression can be completed in only 20 months; and a Fast Track option means qualified students can earn this master’s degree in as little as 14 months, both 100% online.

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\(^1\)James Manyika, Michael Chui, Brad Brown, Jacques Bughin, Richard Dobbs, Charles Roxburgh, Angela Hung Byers, “Big data: The next frontier for innovation, competition, and productivity,” McKinsey Global Institute 2011

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Questions: www.concordiaonline.net | Email: admissions@concordiaonline.net
Concordia College—New York’s Master of Science in Business Analytics degree is a 30-credit hour program that can be completed fully online. Each course is eight weeks in length. Traditional-progression students will take one course at a time and can complete their degree program in less than 20 months.

Fast Track candidates have the option of doubling up courses at three specific times and can complete this program in as little as 14 months. Courses that can be taken concurrently are BAN 510 & BAN 514, BAN 512 & BAN 513, and BAN 517 & BAN 611. Fast Track candidates must declare their intention at time of enrollment.

The graduate Business Analytics curriculum is offered in the following sequence of classes, including a final capstone course:

M.S. in Business Analytics Courses (30 credit hours)

BAN 510 [3] - Introduction to Business Analytics
(Fast Track students can take this concurrently with BAN 514)

Business analytics uses data sources and statistical techniques to generate valuable information used in business decision making. This course provides an overview of business analytics processes. Students develop an understanding of the role of analytics in business strategy, information management, and big data technology. Privacy, ethics, and data governance issues are also addressed.

(Fast Track students can take this concurrently with BAN 510)

This two-part course addresses statistical procedures for analyzing large data sets. Students will develop their understanding of key concepts in management science. This first part of the course covers descriptive statistics, probability, decision making under uncertainty, sampling, and hypothesis testing. Technology tools for analysis are examined. Case studies and applications support learning objectives.


This two-part course addresses statistical procedures for analyzing very large data sets. This course addresses regression analyses, quantitative forecasts, optimization models, simulations, and multivariate techniques. Technology tools for analysis are examined. Case studies and applications support learning objectives.


This course provides a comprehensive overview of database design, implementation, and management. The course addresses database systems, data models, design concepts, distributed database management systems, database connectivity, and database administration. Students explore the characteristics of databases that are used in decision support and online analytical processing. Practical aspects of design are emphasized. Case studies and applications support conceptual understanding.
BAN 512 [3] - Data Mining  
(Fast Track students can take this concurrently with BAN 513)

Drawing on statistical, mathematical, and artificial intelligence techniques, data mining is used in a broad base of industries to identify patterns — associations, predictions, and clustering in large sets of data. This course addresses data mining fundamentals from preprocessing tasks to data mining methods and algorithms. Students also develop their familiarity with big data technology tools.

BAN 513 [3] - Strategic Analytics  
(Fast Track students can take this concurrently with BAN 512)

This course addresses concepts from the field of business, competitive analysis, and market intelligence. Students examine business and competitive analysis techniques and consider ideal analytical approaches, and the communication of analytical results. Case studies and projects support conceptual understanding.


This course focuses on the role of analytics in supply chain management, operations management, operations research, and other business applications. Using case studies, students develop their understanding of how analytics drives marketing, logistics, purchasing, and operations strategies and decision making. Students explore the role of leadership in developing a roadmap and leading organizational change.

BAN 516 [3] - Predictive Analytics

Predictive analytics draws on a variety of statistical techniques to discover meaningful patterns in data. Most businesses and organizations rely heavily on predictive analytics to maintain a competitive advantage. This course addresses the core principles of data, data modeling, text mining, and model deployment. Students examine case studies and apply concepts from the course to business scenarios.

BAN 517 [3] - Data Visualization and Communication  
(Fast Track students can take this concurrently with BAN 611)

This course addresses the fundamentals of data visualization and communication. Students will develop skills and strategies to communicate insights about data to stakeholders in all levels of the organization. They will explore leading technology tools for data visualization. Learning objectives are supported by case studies and applications.

(Fast Track students can take this concurrently with BAN 517)

In this capstone course, students identify and complete a real-world data analytics project. The course draws on skills addressed throughout the program. Students collaborate with classmates and the instructor to define the project and through all phases of design, development, and evaluation.

Immerse yourself in a rigorous curriculum centered on current theories and best-practice management principles, as you learn from Concordia New York’s experienced faculty.

CONTACT US

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Questions: www.concordiaonline.net

Email: admissions@concordiaonline.net
ADMISSION REQUIREMENTS

U.S. Citizens or Permanent Residents
- Completed online application: www.concordiaonline.net/apply
- Applicants must have earned a bachelor’s degree or higher from a regionally accredited institution
- Official transcripts are required from each degree-granting institution attended, as well as post-bachelor’s or master’s level transcripts (if applicable). For your convenience, please sign the transcript release form if you would like Concordia College-New York to request official transcripts on your behalf.
- Current résumé
- Students may be conditionally accepted with a GPA below 3.0; however you may be required to submit additional material. Professional work experience related to the field of business leadership will also be considered for admission below a 3.0 GPA.
- Letter of Intent should be 300-500 words in length, discussing at least one reason for choosing the Business Analytics program, along with your professional goals
- Two letters of recommendation
- You will be notified if you are required to submit any additional documents

Standard admission is provided to students who meet all the admission requirements of the specific program to which they are applying. Conditional admission may be granted to students who do not meet specific admission requirements; however, additional material and documentation will be requested. GPA and other criteria vary by degree program; please review the specific requirement listed and contact an Enrollment Specialist if you have additional questions or need more information.

Specific Program Requirements
- Regular-acceptance applicants must have a cumulative undergraduate GPA of 3.0 or higher
- Students can be conditionally accepted with a GPA below 3.0; however, you may be required to submit additional material. Professional work experience related to the field of business analytics will also be considered for admission below a 3.0 GPA.
- Your required Letter of Intent should be 300-500 words in length, discussing at least one reason for choosing the Business Analytics program, along with your professional goals
- Two letters of recommendation
- You will be notified if you are required to submit any additional documents

Fast Track Qualification
- Students must be admitted into the Business Analytics program with a 3.0 or higher GPA
- Students applying for the program with a GPA below 3.0 can request the Fast Track schedule along with an admissions decision. If the student who requests the Fast Track schedule is admitted to the program, they will either be offered the Fast Track schedule immediately or be required to take their first course using the traditional schedule to prove a 3.0 GPA competency before they are eligible to follow the Fast Track schedule.
- In order to remain eligible for the Fast Track schedule, students must earn a B or higher in all courses. If students fall below this minimum requirement, they will automatically be decelerated into the traditional schedule. Students can appeal to re-enter the Fast Track schedule after completing two sequential courses in the traditional schedule with a minimum 3.0 achieved in each.

International Students
International students (anyone who is not a U.S. citizen or permanent resident) will need to fulfill the following requirements to be considered for admission into any of our online programs.

The same requirements as U.S. citizens/permanent residents, plus the following additions:
- Proof of a Bachelor’s or Master’s degree that is recognized by the Ministry of Education from that country
- Statement of Financial Guarantee
- Your university or college transcripts will need to be evaluated by an approved transcript evaluation partner
- For applicants educated in a university or college where English is not the medium of instruction or where English is not the native language, official score results for the TOEFL or IELTS must be submitted. Any English test score older than two years will not be accepted. Score requirements vary by institution and program:
  - TOEFL: Internet-based score - 80; paper-based score - 550; IELTS: 6.5

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International students enrolled in an online program will not be issued an I-20 from a member university or college of Concordia Online Education and will not be eligible to receive an F-1 student visa to study in the United States.

NOTE
Our Enrollment Specialists are always available to answer any questions you may have. However, candidates are responsible for determining whether a degree program meets their needs, and are advised to contact the appropriate state agency, state department of education, employer, or school district in order to make this determination.
CONCORDIA ONLINE EDUCATION

Concordia Online Education brings together a powerful selection of online degree programs from Concordia University, Nebraska; Concordia College-New York; and Concordia University – Portland. More than 100 years of faith-based, academic rigor combined with modern technology and proven online teaching methods deliver the 100% online education you need, when you need it.

www.concordiaonline.net

Concordia College-New York

At Concordia College-New York, we offer far more than a quality, affordable education – we provide a transformative learning experience that combines academic excellence with faith-based values to create ethical, effective leaders ready to improve their workplaces, their communities, and the world at large.

Concordia is ranked #40 in U.S. News & World Report’s Best Colleges 2015 North Regional Colleges category. We’re also ranked in the top 10% nationally for quality faculty interactions and supportive learning environment, based on student surveys.

Concordia College-New York has also been named a “College of Distinction.” The Colleges of Distinction organization designates schools based on the success of their graduates, the quality of teaching, the campus atmosphere and other variables, including whether the institution has a “truly national” reputation for excellence.

Founded in 1881 as a private Lutheran training school, Concordia has evolved over more than 130 years to become an accredited, non-profit higher education institution providing a rigorous academic experience that strengthens our students intellectually, culturally, and spiritually.

Part of the Concordia University System, Concordia College-New York is affiliated with The Lutheran Church–Missouri Synod.

ACCREDITATION

Concordia College is accredited by the Commission on Higher Education of the Middle States Association of Colleges and Schools, 3624 Market Street, Philadelphia PA 19104, 215. 662.5606. The Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Commission on Recognition of Postsecondary Accreditation.