

B.B.A./M.S. IN BUSINESS ANALYTICS DUAL DEGREE

Bachelor of Business Administration in Business Analytics and Master of Science in Business Analytics

The dual BBA and Master of Science in Analytics program is designed in such a way that students can expect to complete both their Bachelor's and Master's degree within four and a half years. This accelerated program is designed to assist highly-motivated undergraduate students seeking an efficient path and an expedient start to their professional careers without sacrificing quality of education.

Students enroll in up to twelve credits of graduate work in their senior year*. Then, at least twenty credits of graduate work is completed in the fall semester after the senior year.

* Students in this program will only be permitted to take graduate classes if they are within 30 credits of completing the baccalaureate degree and have a minimum 3.0 GPA.

Admission Requirements

To qualify for admission to the BBA/BSBA-MSBA programs, a student must:

- Be within 30 credits of completing the baccalaureate degree with a cumulative grade point average of 3.0 or higher.

Requirements for Admission

- Completed application for admission submitted through BusinessCAS
- Academic transcript(s)
 - An unofficial copy of your current transcript must be uploaded with your online application.
 - Request official evaluations of transcripts from all previously attended non-U.S. institutions to be sent to BusinessCAS.
- Statement of purpose and short-essay responses to the career goal and program-related questions in BusinessCAS
- A current resume
- At least one letter of recommendation (up to three allowed) may be submitted through the BusinessCAS portal by including recommender contacts within the Program Materials section of the application.

QUESTIONS?

Connect with Miami Herbert Business School's graduate enrollment advisors at (305) 284-2510 or by email at mba@miami.edu

Curriculum Requirements

| Code | Title | Credit Hours |
|--|--|--------------|
| BBA IN BUSINESS ANALYTICS (120 CREDIT HOURS) | | |
| General Education Requirements ^{1,2} | | |
| Written Communication Skills: | | |
| WRS 105 | First-Year Writing I | 3 |
| WRS 106 or ENG 106 | First-Year Writing II ³ Writing About Literature and Culture | 3 |
| Quantitative Skills: | | |
| MTH 161 | Calculus I (fulfilled through the BBA business core) | |
| Areas of Knowledge: | | |
| Arts and Humanities Cognate | | 9 |
| People and Society Cognate | | 9 |
| STEM Cognate (9 credits) (fulfilled through the major) | | |
| Additional Required Courses | | |
| UMX 100 | The University of Miami Experience | 0 |
| Electives | | 23 |
| BBA Business Core Requirements ¹ | | |
| ACC 211 | Principles of Financial Accounting | 3 |
| ACC 212 | Managerial Accounting | 3 |
| BSL 212 | Introduction to Business Law and Ethics | 3 |

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| BTE 210 | Fundamentals of Business Technology and Innovation | 3 |
| BUS 150 | Business Analytics | 3 |
| BUS 300 | Critical Thinking and Persuasion for Business ³ | 3 |
| ECO 211 | Principles of Microeconomics | 3 |
| ECO 212 | Principles of Macroeconomics | 3 |
| FIN 302 | Fundamentals of Finance | 3 |
| MAS 201 | Introduction to Business Statistics ⁴ | 3 |
| MAS 202 | Intermediate Business Statistics ⁴ | 3 |
| MGT 100 | Managing for Success in the Global Environment | 3 |
| MGT 303 | Operations Management | 3 |
| MGT 304 | Organizational Behavior | 3 |
| MGT 401 | Strategic Management (taken in senior year) | 3 |
| MKT 201 or MKT 301 | Foundations of Marketing Marketing Foundations | 3 |
| MTH 161 | Calculus I (or equivalent; fulfills Quantitative Skills Requirement) ⁴ | 4 |
| Major Area of Specialization in Business Analytics^{4, 5, 6} | | |
| MAS 332 | Data Acquisition, Preparation and Visualization | 3 |
| MAS 342 | Introduction to Optimization and Decision Making | 3 |
| MAS 432 | Data Analysis | 3 |
| Major Choice Courses - Select three courses (9 credit hours) from the following: ⁶ | | 9 |
| BTE 320 | Python Programming: Fundamentals and Algorithms | |
| BTE 423 | Database Management Systems | |
| MAS 352 | Sports Analytics | |
| MAS 548 | Machine Learning for Analytics | |
| MAS 549 | Big Data Analytics | |
| Quantitative Choice Course - Select one course (3 credit hours) from the following: ⁶ | | 3 |
| ECO 430 | Applied Econometrics | |
| ECO 444 | Game Theory in Economic Applications. | |
| FIN 303 | Intermediate Financial Management | |
| FIN 320 | Investment and Security Markets | |
| MGT 445 | Supply Chain Modeling and Analysis | |
| MGT 446 | Supply Chain Strategy | |
| MKT 302 | Marketing Research and Market Analysis | |
| MKT 387 | Digital Marketing | |
| MKT 389 | Digital Media Metrics | |
| MS IN BUSINESS ANALYTICS (32 CREDIT HOURS) | | |
| Required Courses | | |
| BUS 610 | Communicating for Career Success | 2 |
| MAS 627 | Programming for Data Analytics | 2 |
| MAS 631 | Statistics for Managerial Decision Making | 2 |
| MAS 632 | Management Science Models for Decision Making | 2 |
| MAS 637 | Applied Regression Analysis I | 2 |
| MAS 639 | Data Acquisition, Preparation, and Visualization | 2 |
| MAS 640 | Applied Time Series Analysis and Forecasting | 2 |
| MAS 646 | Applied Regression Analysis II | 2 |
| MAS 648 | Machine Learning for Data Analytics I | 2 |
| MAS 649 | Big Data Analytics | 2 |
| MAS 650 | Business Analytics Internship ⁷ | 2 |
| MAS 651 | Machine Learning for Data Analytics II | 2 |
| Additional Required Courses | | |

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| Electives ⁸ | 8 |
| Total Credit Hours | 152 |

- ¹ **NOTE:** WRS 105 and WRS 106 or ENG 106, or their equivalents, must be completed prior to attaining junior year classification, per the University General Education Requirements. Additionally, all 100 and 200-level Business Core courses must be completed by the end of the fifth semester of college work or during the semester in which the student is completing 75 credit hours.
- ² At least one course with an international focus must be completed within the degree requirements. The appropriateness of the course is determined by the Vice Dean of Undergraduate Business Education.
- ³ Students who do not earn at least a C- in WRS 106 or ENG 106 must either repeat WRS 106 or ENG 106 and earn at least a C- or complete WRS 230 with at least a C- before enrolling in BUS 300.
- ⁴ In order to declare the Business Analytics major, a BBA student needs to have earned a minimum A- (3.7) average for MTH 161, MAS 201, and MAS 202.
- ⁵ All specific coursework for the major area of specialization in Business Analytics must be completed with a grade of "C-" or higher. A minimum cumulative GPA of 2.5 is required for all specific coursework taken in the major area of specialization. All courses must be taken within the current pre-requisite structure.
- ⁶ No course may double count in any other major, minor, or cognate.
- ⁷ Students may take MAS 652 Capstone Project as a replacement of MAS 650 Management Science Internship if an internship cannot be obtained.
- ⁸ Electives are based on class demand.
- ⁹ MAS 627 is replaced with MAS 691 or BTE 601 for students who received an A- or better in MAS 332.
- ¹⁰ MAS 631 is replaced with an approved elective for students who received an A- or better in MAS 311.
- ¹¹ MAS 632 is replaced with an approved elective for students who received an A- or better in MAS 342.
- ¹² MAS 637 is replaced with MAS 681 for students who received an A- or better in MAS 432.
- ¹³ MAS 648 is replaced with an approved elective if students take MAS 681.

Sample Plan of Study

| Freshman Year | | Credit Hours |
|------------------------------------|--|--------------|
| Fall | | |
| ECO 211 | Principles of Microeconomics | 3 |
| MGT 100 | Managing for Success in the Global Environment | 3 |
| MKT 201 | Foundations of Marketing | 3 |
| MTH 161 | Calculus I | 4 |
| WRS 105 | First-Year Writing I | 3 |
| UMX 100 | The University of Miami Experience | 0 |
| Credit Hours | | 16 |
| Spring | | |
| BSL 212 | Introduction to Business Law and Ethics | 3 |
| BUS 150 | Business Analytics | 3 |
| ECO 212 | Principles of Macroeconomics | 3 |
| MAS 201 | Introduction to Business Statistics | 3 |
| WRS 106 or ENG 106 | First-Year Writing II or Writing About Literature and Culture | 3 |
| Credit Hours | | 15 |
| Sophomore Year | | |
| Fall | | |
| ACC 211 | Principles of Financial Accounting | 3 |
| BTE 210 | Fundamentals of Business Technology and Innovation | 3 |
| BUS 300 | Critical Thinking and Persuasion for Business | 3 |
| MAS 202 | Intermediate Business Statistics | 3 |
| Arts and Humanities Cognate Course | | 3 |
| Credit Hours | | 15 |
| Spring | | |
| ACC 212 | Managerial Accounting | 3 |
| FIN 302 | Fundamentals of Finance | 3 |
| MAS 432 | Data Analysis | 3 |
| MGT 303 | Operations Management | 3 |

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| Arts and Humanities Cognate Course | | 3 |
| Credit Hours | | 15 |
| Junior Year | | |
| Fall | | |
| MAS 332 | Data Acquisition, Preparation and Visualization | 3 |
| MAS 342 | Introduction to Optimization and Decision Making | 3 |
| MGT 304 | Organizational Behavior | 3 |
| Arts and Humanities Cognate Course | | 3 |
| Elective | | 3 |
| Elective | | 2 |
| Credit Hours | | 17 |
| Spring | | |
| Major Choice Course | | 3 |
| Quantitative Choice Course | | 3 |
| People and Society Cognate Course | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| Credit Hours | | 18 |
| Senior Year | | |
| Fall | | |
| Major Choice Course | | 3 |
| People and Society Cognate Course | | 3 |
| Elective | | 3 |
| Elective | | 3 |
| MAS 631 | Statistics for Managerial Decision Making | 2 |
| MAS 637 | Applied Regression Analysis I | 2 |
| MAS 648 | Machine Learning for Data Analytics I | 2 |
| Credit Hours | | 18 |
| Spring | | |
| MGT 401 | Strategic Management | 3 |
| Major Choice Course | | 3 |
| People and Society Cognate Course | | 3 |
| Elective | | 3 |
| MAS 640 | Applied Time Series Analysis and Forecasting | 2 |
| MAS 649 | Big Data Analytics | 2 |
| MAS 651 | Machine Learning for Data Analytics II | 2 |
| Credit Hours | | 18 |
| Year One | | |
| Fall | | |
| MAS 627 | Programming for Data Analytics | 2 |
| MAS 639 | Data Acquisition, Preparation, and Visualization | 2 |
| MSBA Elective | | 2 |
| MSBA Elective | | 2 |
| MSBA Elective | | 2 |
| BUS 610 | Communicating for Career Success | 2 |
| MAS 632 | Management Science Models for Decision Making | 2 |
| MAS 646 | Applied Regression Analysis II | 2 |
| MAS 650 | Business Analytics Internship | 2 |

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|---------------|---------------------------|------------|
| MSBA Elective | | 2 |
| | Credit Hours | 20 |
| | Total Credit Hours | 152 |