BUSINESS INTELLIGENCE & ANALYTIICS M.S.

Mission
In the contemporary enterprise, the understanding of information systems, processes, and organizational knowledge is critical to success. The successful twenty-first century decision-maker will use this information for competitive advantage and for enterprise growth. The objective of the Master of Science in Business Intelligence & Analytics Program (MSBIA) in the Haub School of Business at Saint Joseph’s University is to provide the student with an enhanced foundation in both information technology and quantitative decision-making tools.

Statistics Proficiency
All students in the MSBIA Program must demonstrate proficiency in statistics prior to the start of their second course in the program. Students with strong statistical background may apply for a waiver, otherwise the proficiency is achieved through an online learning module (ALEKS). Students must complete 100% of this module before their second course. Further details can be obtained from the MSBIA Program Director or Academic Coordinator.

Grading, Probation, Dismissal, and Failure
The grading system in effect at Saint Joseph’s University will apply to courses in the Master of Science Program. As per University guidelines for graduate study, a student enrolled in a Master of Science program who receives a single grade of C or below for three (3) credit hours will receive a warning letter. Students who receive a grade of C or below for six (6) credit hours will be placed on academic probation and will be so notified in writing. Students who receive a grade of C or below for nine (9) credit hours will be dismissed from the program.

Graduate students must fulfill all credit hour requirements for the Master of Science degree. Each candidate for graduation must have at least a 3.0 cumulative GPA, no more than two grades of C, and no F grades outstanding in order to be certified for graduation. The student, with support from the Program Director and Student Records Offices, is responsible for monitoring their own academic progress throughout the course of the program.

Retention Processes and Policies
Students enrolled in the M.S. in Business Intelligence & Analytics Program have six years to complete their M.S. degree from Saint Joseph’s University. This six-year limit begins with the student’s first core course. Extensions beyond this limit may be made only with the approval of the Program Director, and only for unusual and serious circumstances.

Students who exceed the time limit to complete the M.S. Program will be dismissed from the program. Such students must reapply for admission into the program as new students and start the program with no credit from previous courses taken.

Learning Goals and Objectives
Stakeholder Value/Functional: Students will demonstrate understanding of the concept of the value of decision and systems technologies. It is critical for the competent professional to apply their competencies within a focused environment.

Problem Solving/Critical Thinking: To develop critical thinking skills, that is, the process of conceptualizing, applying, analyzing, synthesizing, and/or evaluating information as the basis for solving problems and making decisions.

Interpersonal/Communication skills: To enhance the interpersonal skills needed for success within organizations, including an understanding of self and others, and to build productive teams. Students will demonstrate the ability to correspond effectively and persuasively in a business format, communicate effectively with individuals and within teams, and present to both individuals and groups clearly and persuasively.

Ignatian Values: An appreciation for and ability to apply the Ignatian values of: a commitment to rigorous education and lifelong learning; an insistence upon ethical decision making; a desire for social justice; and a care and concern for others.

Program-Specific I - Operations Analysis: The ability to develop business models for forecasting and business analysis. This requires the understanding of organizational flows of information and control and the impacts that these flows have on operations.

Program-Specific II - Technical skills: Technical competence in decision and system technologies. As technologies develop, the successful user and manager of these technologies must be constantly aware of developments in these areas.

Program-Specific III - Enterprise Thinking: Integrated viewpoints of the enterprise. The understanding of how the pieces fit together for a complete organization provides the alternative views necessary to maximize overall organizational goals as well as functional area needs.

Curriculum
The MSBIA degree requires completion of 30 credits with a cumulative GPA of 3.0 or better in courses taken at SJU. Prerequisites or corequisites are required for core courses listed below and are met through the scheduled course sequence.

Program Courses

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>DSS 600</td>
<td>Found for Bus Intel &amp; Analyts</td>
<td>3</td>
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<tr>
<td>DSS 615</td>
<td>Python Programming</td>
<td>3</td>
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<tr>
<td>DSS 610</td>
<td>Business Analytics for MSBIA</td>
<td>3</td>
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<tr>
<td>DSS 620</td>
<td>Con &amp; Pract of DSS Modeling</td>
<td>3</td>
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<tr>
<td>DSS 630</td>
<td>Database Mgmt Theory &amp; Pract</td>
<td>3</td>
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<tr>
<td>DSS 640</td>
<td>Enterprise(Distributed) Data</td>
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<td>DSS 650</td>
<td>Process Simulation &amp; Analysis</td>
<td>3</td>
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<td>DSS 660</td>
<td>Introduction to Data Mining</td>
<td>3</td>
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<td>DSS 665</td>
<td>R Statistical Language</td>
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<td>DSS 670</td>
<td>Critical Perform Management</td>
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<td>DSS 680</td>
<td>Predictive Analytics</td>
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<td>DSS 690</td>
<td>Special Topics Course</td>
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<td>DSS 710</td>
<td>Six Sigma Apps &amp; Found</td>
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<td>DSS 720</td>
<td>Bus Analytics:Supply Chain Mgt</td>
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<tr>
<td>DSS 730</td>
<td>Web Analytics</td>
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SAS Certificate
The SAS Institute has endorsed the Master of Science in Business Intelligence & Analytics Program within the Haub School of Business and presents those who completed its program with a Business Intelligence Certificate, certified by SAS. This certificate will be issued to students who graduate from the MSBIA Program after January 2011 and successfully complete DSS 600 through and including DSS 680.

Other Program Options
The Erivan K. Haub School of Business offers a Certificate Program in Business Intelligence. This program is available on-campus only and offers 12 graduate credits in such courses as: Foundations for Business Intelligence, Developing Decision Making Competencies, Six Sigma, or Contemporary Information Technology. Interested applicants and students should contact the Director of the MSBIA Program for more details.