BUSINESS INTELLIGENCE & ANALYTICS MS

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.

Learning Goals and Outcomes

Goal 1: Students will demonstrate understanding of the value of decision and systems technologies and be able to create 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.

Goal 2: Students will demonstrate 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.

Goal 3: Students will demonstrate the ability to correspond effectively and persuasively in a business format. This includes communicating quantitative information using both a technical and non-technical terms, with individuals and within teams.

Goal 4: Students will be able to apply ethical decision making in the area of business intelligence and analytics and to understand the relationship between data, ethics, and the organizational framework.

Goal 5: Students will demonstrate the principles of a structured programming language and be able to describe, design, implement, and test programming code using current data analysis techniques and methodology to support business decision-making.

Requirements

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

Code	Title	Hours
DSS 610	Business Analytics	3
Electives: 9 courses		**27**
DSS 605	Emerging Tech for Business	
DSS 615	Python Programming	
DSS 620	Con & Pract of DSS Modeling	
DSS 625	Fund of Database Mgmt Systems	
DSS 630	Database Mgmt Theory & Pract	
DSS 640	Managing Data Intelligence	
DSS 650	Process Simulation & Analysis	
DSS 660	Introduction to Data Mining	
DSS 665	R Statistical Language	
DSS 670	Data Visual & Perf Analyt	
DSS 676	Data Wrangling & Adv Visualtn	
DSS 680	Predictive Analytics	
DSS 690	Special Topics Course	
DSS 694	Special Topics	
DSS 710	Six Sigma Apps & Found	
DSS 720	Supply Chain Analytics	
DSS 730	Digital Analytics	
DSS 740	Analytics w/ Machine Learning	
DSS 750	Fundamentals of Cyber Security	
DSS 760	CPS Framework	
DSS 790	Adv Topics: Cyber Analytics	
Total Hours		**30**

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 660 and DSS 680.