ONLINE MS IN BUSINESS ANALYTICS

DRIVE ORGANIZATIONAL DECISION-MAKING USING CRUCIAL DATA AND INSIGHTS

DELIVERY FORMAT 100% Online	**TIME TO COMPLETE** 16+ months	**CREDIT HOURS** 32
TIME COMMITMENT 16 to 20 hours weekly	**START DATES** Fall & Spring	**COST** The Master of Science in Business Analytics offers a high return on investment. You'll gain the in-demand expertise that drives business performance, preparing you for increased responsibility and pay in your field. Tuition and fees for the program are $32,480 ($1,015 per credit hour). Books and additional materials are not included.

AT A GLANCE

Unlock the power of data to drive smarter business decisions with the 100% online Master of Science in Business Analytics from the University of Oklahoma. Designed for working professionals, this program equips you with in-demand skills in data analysis, technology, and strategic thinking to elevate business performance.

Offered by the nationally ranked OU Price College of Business, this flexible program can be completed in as little as 16 months—preparing you to lead in high-impact, data-driven roles across industries.

BUSINESS ANALYTICS CAREERS: WHAT YOU CAN DO WITH YOUR DEGREE

OU's MS in Business Analytics prepares graduates to become high-impact problem solvers, combining advanced technical and analytical skills to drive smarter decisions and measurable results across their organizations. Accelerate your career in these areas:

- Data Analyst
- Marketing Analyst
- Risk Analyst
- Financial Operations Analyst
- System Analyst
- Procurement Specialist

INDUSTRY INSIGHTS

- Median Pay: $112,590
- Job Outlook: Employment for data scientists is expected to grow 36% by 2033
- Job Openings: 20,800 openings for data scientists are projected each year, on average, over the next decade

Source: U.S. Bureau of Labor Statistics

PROGRAM OUTCOMES: FROM DATA SKILLS TO CAREER IMPACT

In addition to mastering core technical and analytical skills, students can customize their learning experience by exploring high-impact business topics such as cybersecurity, IT auditing in accounting, supply chain strategy, emerging technologies, and generative AI—ensuring their expertise aligns with today's most in-demand areas.

- Drive Data-Driven Strategy: Learn how to inform critical business decisions by transforming complex data into actionable insights that create a measurable impact.
- Master Forecasting & Optimization: Apply advanced forecasting and operations research techniques to analyze organizational performance and improve efficiency.
- Build In-Demand Technical Expertise: Gain hands-on experience with statistical modeling, data warehousing, data mining, and programming—all tailored for real-world business applications.

- Get Fluent in Industry Tools: Develop practical skills using leading tools and platforms such as R, Python, SQL, NoSQL, Tableau, and Excel—tools employers expect you to know.

TO APPLY: HTTPS://ONLINE.OU.EDU/ADMISSIONS/GRADUATE/

FOR MORE INFO: HTTPS://ONLINE.OU.EDU/PROGRAM/MS-IN-BUSINESS-ANALYTICS/

COURSE DETAILS

The online MS in Business Analytics curriculum emphasizes the real-world application of advanced techniques—including statistical modeling, data warehousing and mining, programming, forecasting, and operations research—to solve complex business challenges.

COURSE STRUCTURE

You'll earn 32 credit hours across 16 courses, with semesters divided into two modules (Spring and Fall: 8 weeks; Summer: 7 weeks). Expect a weekly time commitment of 20 to 25 hours, including live sessions. Courses are delivered in a hybrid format, with most featuring synchronous online lectures on weekday evenings from 7 to 9 p.m. CT and some delivered asynchronously through recorded lectures. Live sessions are required, graded, and include participation expectations, with makeup assignments offered as needed to ensure full engagement.

MANAGEMENT INFORMATION SYSTEMS

Credit Hours: 2
This course examines the role of information technology, and its management, in supporting an organization's (internally- and externally-focused) operations and strategies. Particular attention is given to issues associated with the funding and building of business and technology architectures to enable efficient, effective, and adaptable operational, tactical, and strategic actions.

ANALYTICS PROGRAMMING

Credit Hours: 2
Programming in languages used for data extraction and preparation of data for data analytics and data mining. Can be repeated with change of content; maximum credit 6 hours.

DATA SCIENCE AND ANALYTICS

Credit Hours: 2
Students will compare and experience data science tools along with the newer tools and methods of analytics, with the goal of becoming knowledgeable in both sets of tools.

SOCIAL ANALYTICS

Credit Hours: 2
Introduce students to analytic and visualization techniques required for processing social and social media data.

DIGITAL INNOVATION

Credit Hours: 2

Digital innovation, enabled by various information and communication technologies, is quickly changing the world around us. This course will provide an understanding of digital innovation–enabled transformations in the business environment, and how individuals and teams leverage such innovations to create value and gain competitive advantage for organizations.

BUSINESS APPLICATIONS OF GENERATIVE AI

Credit Hours: 2

This is an experiential course where you will apply Generative AI tools to solving business problems. The course will focus on a variety of business use cases where Generative AI can be leveraged to improve outcomes. These include making sense of customer feedback; market segmentation; multimedia content creation; churn prediction; forecasting and classification; and enabling the entrepreneurial journey.

PRINCIPLES OF DATA WAREHOUSING

Credit Hours: 2

This class will introduce students to concepts relating to a data warehouse (DW), considered a core component of business intelligence and data analytics in an organization. Students will learn to use current tools to develop requirements and create and maintain a DW. Students will also learn to manipulate data in the DW to extract and generate analytical reports for employees.

MANAGEMENT OF BUSINESS INTELLIGENCE

Credit Hours: 2

This course will adopt a managerial perspective to recognize the role of Business Intelligence and provide practical hands–on experience. Course sessions will help students understand how organizations could develop strategies to discover patterns in data and use this to compete in the global marketplace.

CLOUD COMPUTING

Credit Hours: 2

Offers detailed discussion and hands–on exploration of technologies used to process, manage and store 'big data'. The ecosystem of products we will be focusing on surrounds Hadoop, including the Hadoop File System, MapReduce, and others. This course involves many labs and familiarity with SQL is helpful. Programming expertise is not required, but optional materials will be provided.

PROJECT MANAGEMENT

Credit Hours: 2

This course focuses on managing projects, including their implementation within an organization. A project is a complex, non–routine, one–time effort limited by time, budget, resources, and performance specifications designed to meet customer needs. The characteristics make project management a particularly challenging management task. Project management concepts apply to many other types of organizational activities, e.g., managing task forces and committees. Planning, organizing, staffing and controlling projects require traditional management skills, an understanding of quality assurance techniques, and an appreciation of the unique challenges of managing projects.

IT AUDIT AND CONTROLS

Credit Hours: 2

This course focuses on the frameworks utilized in assessing the controls required for information systems assurance. It delves into the requirements of Service Organization Control (SOC) reporting and Cybersecurity concerns. These topics provide a foundation for accountants to understand their role interacting with information systems.

CYBER SECURITY

Credit Hours: 2

The course covers the essentials of information security using a hands-on approach. Students will learn how computer security breaches occur and apply concepts learned in an isolated lab environment.

WHY EARN YOUR MS IN BUSINESS ANALYTICS ONLINE WITH OU?

OU Online delivers a high-quality, affordable graduate education designed for working professionals. As a top-tier public institution, the University of Oklahoma offers a flexible, fully online format that combines academic excellence with real-world relevance—empowering you to advance your career without putting it on hold.

FACULTY EXPERTISE

Like every OU Online program, the MS in Business Analytics is built on the foundation of world-class University of Oklahoma faculty mixed with professors of practice providing valuable instruction. By linking industry experts with our online programs, we offer the most advanced curriculum and prepare students for future career success.

ROBUST STUDENT SUPPORT

OU Online offers robust student support services, including academic support, online tutoring, mental health counseling, and an online career development center. The program accommodates the needs of working professionals, allowing you to expand your knowledge while maintaining full-time employment.

GLOBAL ALUMNI NETWORK

Graduating from the Price College of Business at the University of Oklahoma connects you to thousands of graduates. As a Sooner, you'll be part of a powerful network of leaders working in business organizations across the world, helping you expand your career.

COST & FINANCIAL AID

Earning your Master of Science in Business Analytics is an investment in your future — and OU Online is committed to making that investment as accessible and transparent as possible.

Students pay $1,015 per credit hour ($32,480 total for the 32-credit-hour program). Books and additional materials are not included.

Financial aid, scholarships, and employer tuition assistance may be available to help offset the cost. If you have questions about financial aid for your online program, don't hesitate to get in touch with the Online Aid office by emailing onlineaid@ou.edu or calling 405-325-2929.

A nonrefundable deposit of $350 is required upon admission to secure your place in the program. This deposit guarantees your spot in your first semester of courses and will be applied

toward your first semester's tuition.

** Please be aware that tuition and fees may change, as determined by the Oklahoma State Regents for Higher Education.*

TRANSFER CREDIT

You can transfer up to 12 credit hours of graduate-level coursework, as per Graduate College policy, with the approval of the department. To be eligible for transfer, credits:

- Must be graduate-level courses taken at an AACSB-accredited institution
- Cannot be more than five years old at the time of completion of the Price College graduate program
- Have not been used toward the completion of another degree
- Grade earned in each course must be a 'B' or better (grade of B- or lower cannot be transferred)

LEARN MORE ABOUT FINANCIAL AID: HTTPS://ONLINE.OU.EDU/PROGRAM/MS-IN-BUSINESS-ANALYTICS/

TAKE THE NEXT STEP

The Master of Science in Business Analytics program is highly selective. To apply to the program, you must hold a bachelor's degree from a regionally accredited college or university (or the international equivalent). Applicants are not required to have academic or professional experience in the business analytics field before applying.

Although not required, students would benefit from expertise in programming, writing code, using complicated software, IT implementation, and/or general technical skills.

When reviewing applications, the Admissions Committee closely examines academic or professional experience in quantitative data and analytics. Candidates should highlight any relevant experience in their application materials.

ADMISSION REQUIRMENTS

The Master of Science in Business Analytics program is highly selective. Applicants must hold a bachelor's degree from an accredited institution. The admissions committee reviews GPAs in quantitative coursework and/or professional experience of four or more years. No prior academic or professional experience in business analytics is required.

APPLICATION PROCESS

Complete the online application at https://gograd.ou.edu/apply/, submit a current resume, official college transcripts from all institutions, and a personal statement outlining your professional accomplishments and career goals. GRE or GMAT scores may be requested for applicants with a cumulative GPA below 3.0; some candidates may qualify for a waiver. International applicants must submit a TOEFL score of 600 or higher (paper), 250 or higher

(computer), or 100 or higher (internet), sent directly from ETS to Institution Code 6879.

APPLICATION TIMELINE

The admissions committee operates under a rolling admissions process, and admissions may continue until two weeks before the start of classes.

A nonrefundable deposit of $350 is required upon admission to secure your place in the program. This deposit guarantees your spot in your first semester of courses and will be applied toward your first semester's tuition.

STEP 1	STEP 2	STEP 3
Contact an Enrollment Coach to discuss your qualifications and interest in the program.	Complete the online application at https://gograd.ou.edu/apply/	Provide supplemental materials, including a resume, personal statement, and official college.

TO APPLY: HTTPS://GOGRAD.OU.EDU/APPLY/