DATA ANALYTICS (MS)

Program Director: Fengmei Gong

Program Length: 12 - 24 Months

Mission

The mission of the MS Data Analytics is to provide students with a comprehensive understanding of generating business intelligence and the ability to analyze big data to address today's emerging management issues.

Learning Goals

Students in the MS Data Analytics should develop:

- The ability to utilize a holistic view of business analytics from both company and consumers' point of view.
- Business problem solving and decision-making skills in a changing environment.
- A conceptual and practical knowledge of how to develop performance measurement tools and assess marketing return on investment.
- Skills to build a predictive model to see how digital analytics and Big Data can be used for business predictions.
- A basic understanding of key Big Data technologies and the development of Big Data strategy within a corporation.
- Solid interpersonal, communication, and teamwork skills.
- A commitment to ethical and socially responsible business practices.

Degree Requirements

Foundation Courses

0-3 semester hours

The foundation courses a student must fulfill are determined by a review of the student's undergraduate coursework and professional experience. If foundation courses are needed, they should be among the first courses taken.

Code	Title	Semester Hours
MDA 500	Statistics and Linear Algebra	3
Total Semester Hours		**3**

Total Program: 36 semester hours

Core Courses

21 semester hours

Code	Title	Semester Hours
BUS 510	Management of Information Technology	3
BUS 512	Integrated Data Management	3
MDA 501	SAS Programming Essentials	3
MDA 502	Multivariate Statistical Analysis	3
MDA 503	Data Mining and Predictive Analytics I	3
MDA 504	Data Mining and Predictive Analytics II	3
MDA 580	Analytics Graduate Seminar (Culminating Activity)	3
Total Semester Hours		**21**

Concentrations

15 semester hours

Students in this program must select one of the two available concentrations.

Marketing Analytics Concentration

Code	Title	Semester Hours
BUS 560	Seminar in Marketing Management	3
MDA 564	Marketing Research Methods	3
MDA 565	Digital Marketing and Social Media Analytics	3
MDA 568	Experimental Design and Analysis in Consumer Behavior	3
MDA 569	Marketing Analytics	3
Total Semester Hours		**15**

Supply Chain Analytics Concentration

Code	Title	Semester Hours
BUS 575	Analysis of Business Operations	3
BUS 576	Supply Chain Management & Strategy	3
MDA 572	Problem Solving Methodologies	3
MDA 573	Analytics in Operations and Planning	3
MDA 579	Analytics in Logistics and Sourcing	3
Total Semester Hours		**15**

Masters in Data Analytics 4+1 Program

Open to undergraduate students in the College of Business as well as Computer Science majors, the Masters in Data Analytics 4+1 Program provides students with a comprehensive understanding of business intelligence and the ability to analyze data and generate insights for better decision-making in the modern business world. During the senior year, undergraduate students approved for this MSDA 4+1 Program will begin taking graduate MSDA courses, which will count toward both degrees, thereby providing an accelerated path to completion.

Minimum Requirements to Apply to Participate in the MSDA 4+1 Program:

1. Must be a current full-time undergraduate student at the University of La Verne.
2. GPA 2.75 overall and in the major.
3. Students must have completed a minimum of 88 units by the end of the junior year.
4. Students must complete the "Application for Graduation Process" for the bachelor's undergraduate degree (between April-May).

MSDA Courses in Senior Undergraduate Year:

1. Once accepted to the Program, it is expected students will register to attend both the Fall and Spring of their senior year as full-time students with a maximum of two MSDA courses each semester.
2. Students may take the remaining GE and major requirements concurrently during this senior year.

3. Students must maintain a 3.0 GPA in the courses intended to be used for the MSDA graduate degree.
4. No undergraduate courses may be used to satisfy MSDA graduate-level courses.
5. If students complete Statistics (e.g., BUS 270 Statistics or a substantially equivalent course) and Linear Algebra (e.g., MATH 320 Linear Algebra or a substantially equivalent course) with grades of C+ or better, MDA 500 Statistics and Linear Algebra can be waived.
6. A maximum of 12 units of MSDA courses (3 units each) can be taken in the senior year, with a maximum of 6 units in Fall and 6 units in Spring.
7. MSDA course options during the senior year may include a maximum of 4 MSDA courses and may be applied to the bachelor's undergraduate degree. See program chair for options.