

**SPEAK DATA.**  
**MASTER BUSINESS.**



MASTER OF SCIENCE IN  
**BUSINESS  
ANALYTICS**

**MERCER**  
UNIVERSITY

SCHOOL OF BUSINESS

# MASTER OF SCIENCE IN **BUSINESS ANALYTICS**

**The Master of Science in Business Analytics is designed for:**

- Analytical thinkers and problem solvers seeking the skills to make better informed business decisions through data analytics
- Data-driven learners seeking to enhance their career or pursue new opportunities in business analytics

Mercer's **Master of Science in Business Analytics** is designed for individuals who want to become skilled data analysts and effective communicators of data. Business analytics focuses on understanding the performance of an organization through data and statistical methods. Students develop a deep understanding of statistical methodologies and modeling, data mining, visualization, data management, optimization, social media analytics, and fact-based management to drive decision-making. Graduates of the program are prepared for positions such as credit analyst, data scientist, quantitative marketing analyst, project developer, social media strategist, and more.

The Master of Science in Business Analytics is offered in two cohort delivery models: a weekday format consisting of on-campus classes that is completed in 16 months, and a weekend format that combines Saturday classes with online meetings that is completed in 15 months. These convenient format options offer individuals the opportunity to earn a respected and in-demand degree at any point in their lives—whether entering the program right out of undergrad or returning to school as a working professional.

**Program Advantages:**

- Curriculum provides key skills sought by employers
- Cohort models foster collaboration and networking
- Program led by accomplished and highly credentialed faculty
- Office of Career Management Services offers assistance with securing internships and job placement
- Beautiful campus, located just off of I-85 and I-285 North inside the perimeter, creates a serene learning environment





## PROGRAM OF STUDY

**Weekday format:** Program begins in January or August, and foundation courses are embedded within the curriculum.

**Weekend format:** Foundation courses begin in January. Core courses begin in March.

### Foundation Courses (9 hours)\*

BAA 505 Micro and Macro Economics	3 hours
BAA 510 Accounting and Finance	3 hours
BAM 530 Business Statistics	3 hours

### Core Program (30 hours)

BA 629 Legal and Ethical Issues Affecting Big Data	1.5 hours
BA 631 Visual Reporting and Communication	3 hours
BA 633 Advanced Business Statistics	3 hours
BA 634 Marketing and Social Media Analytics	3 hours
BA 636 Data Mining	3 hours
BA 638 Data Driven Decision Making Optimization	3 hours
BA 639 Fieldwork	3 hours
BA 645 Financial Analytics	3 hours
BA 646 Introduction to R Programming	1.5 hours
BA 648 Database Management and SQL	3 hours
BAM 622 Applied Data Analytics and Simulations	3 hours

\*Incoming students must demonstrate proficiency in foundational business coursework. Waiver options are available for qualified students with guidance from an academic advisor.

### Total 30 hours

(39 hours if the foundation courses are needed)



### THE ATLANTA CLASSROOM

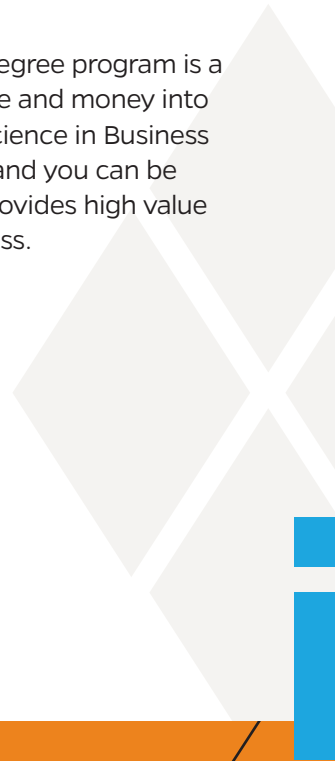
The global business hub of Atlanta is one of the fastest-growing metro areas in the nation. Students have a front-row seat to watch course topics in action in the economic engine of the Southeast. Atlanta is also home to some of the nation's largest employers and Fortune 500 companies. Fellow students in the program bring diverse professional backgrounds to the classroom, which fosters a collaborative learning environment and meaningful dialogue.

### CAREER DEVELOPMENT

At Mercer, we pride ourselves on supporting our students to achieve success and meaningful outcomes. Our Office of Career Management Services provides tailored support to meet our students' professional goals. Our students are prepared to pursue top job opportunities through internships and career coaching.

### A SMART INVESTMENT

Choosing to enroll in a graduate degree program is a significant investment of both time and money into your career. Mercer's Master of Science in Business Analytics is competitively priced, and you can be confident that a Mercer degree provides high value and prepares you for career success.



## ADMISSION REQUIREMENTS

Applicants seeking graduate admission must have a bachelor's (undergraduate) degree with an acceptable grade point average from a regionally accredited college or university. The degree may be in any discipline. The admission decision is based upon assessment of the applicant's ability for successful graduate study. This assessment will be based upon aptitude, measured by the GMAT or GRE, previous academic record, and in some instances, successful managerial experience.

### Required Application Materials Include:

- Completed application
- \$50 non-refundable application fee (\$100 for international students)
- Résumé
- Official transcripts from each college attended
- Official GMAT or GRE scores

International applicants should consult the University catalog for additional requirements.

### Priority Application Deadline

#### Weekday Format

Fall I (August)	March 15
Spring I (January)	October 15

#### Weekend Format

Spring I (January)	October 15
--------------------	------------

Applicants may still apply after the priority deadline and will be admitted on a rolling basis prior to the start of the term.

---

## FOR MORE INFORMATION

### Office of Admissions

678.547.6300 or

[business.admissions@mercer.edu](mailto:business.admissions@mercer.edu)

[business.mercer.edu](http://business.mercer.edu)



## A TOP-RANKED BUSINESS SCHOOL EXPERIENCE

Founded in 1833, Mercer University is one of America's most distinctive universities. For almost two decades, *U.S. News & World Report* has ranked Mercer among the leading universities in the nation—including a **Best Value**—and The Princeton Review consistently ranks Mercer in the **Top 15%** of colleges and universities nationwide.

Mercer's School of Business delivers career-focused business education in order to develop innovative leaders who are responsible global citizens. Widely recognized for innovative academic programs and accomplished faculty, the School of Business is an accredited member of AACSB International—the Association to Advance Collegiate Schools of Business, placing Mercer among the top 5% of business schools worldwide. The School has been named to the national list of "**Best Business Schools**" by *U.S. News & World Report*, including specific recognition for its full-time, part-time, and online MBA programs.



---

**MERCER**  
UNIVERSITY  
SCHOOL OF BUSINESS