MASTER OF SCIENCE IN

BUSINESS ANALYTICS

RÉSUMÉS WITH RESULTS

Mercer's M.S. in Business Analytics prepares individuals to advance in their current positions or launch a career in the field. Graduates of the program have interned and work at top companies and organizations, including:

- BlackRock
- Blueera
- Coca-Cola
- Comcast
- Cox Communications
- E*Trade
- Ernst & Young
- Gas South
- Informa Intelligence
- Inspire Brands

- KPMG
- Mailchimp
- Norfolk Southern
- Pfizer
- PricewaterhouseCoopers
- Southern Company
- Takeda
- Truist
- UPS
- VonExpy
- VyoO
- WarnerMedia

Mercer University's Master of Science in Business Analytics equips individuals to become skilled data analysts and effective communicators of data. Students develop a deep understanding of statistical modeling, data management, visualization, information security, optimization, and more to influence decision-makers and transform data into actionable business insights. Background knowledge or experience in business analytics is not required.

FLEXIBLE FORMATS

The M.S. in Business Analytics is offered on Mercer's Atlanta campus in two program formats:

- **Weekend/blended cohort** that combines Saturday classes with online meetings and is completed in 15 months. Each eight-week term, classes meet in-person five Saturdays from 8:30 a.m. to 5:00 p.m. with a midday break, and three times online.

- **Weekday cohort** that meets on-campus and is completed in 16 months.

MERCER
UNIVERSITY
SCHOOL OF BUSINESS

WE POWER BUSINESS

PROGRAM OF STUDY
M.S. in Business Analytics

Core Program (36 hours)

BDA 600	Survey of Business Analytics
BDA 601	Foundations of Programming
BDA 602	Statistics for Business Analytics
BDA 610	Advanced Business Statistics
BDA 611	Visual Reporting and Communication
BDA 612	Management Analytics
BDA 620	Data Mining
BDA 622	Marketing Analytics
BDA 630	Legal and Ethical Issues Affecting Big Data
BDA 632	Financial Analytics
BDA 640	Data Driven Decision Making
BDA 650	Fieldwork

Total 36 hours

Admitted students are required to complete *MBA Math* —an online quantitative course designed to build skills in finance, accounting, economics, statistics, and spreadsheets necessary for success in a graduate business program. Course must be completed by end of first semester.

ADMISSION REQUIREMENTS

Applicants must have a bachelor's degree in any discipline with an acceptable GPA from a regionally accredited college or university. Mercer's School of Business is Test Optional— applicants may apply to be considered for admission without submitting GMAT or GRE test scores and will submit a statement of purpose on their application. The admission decision is based on assessment of the applicant's ability for successful graduate study.

Required Application Materials Include:
· Completed application
· $50 non-refundable application fee ($100 for international students)
· Résumé
· Official transcripts from each college attended
  Unofficial transcripts may be submitted for application review
· Official GMAT or GRE scores **OR** Test Optional Statement of Purpose

View additional international applicant requirements at business.mercer.edu/apply.

A TOP-RANKED BUSINESS SCHOOL

Founded in 1833, Mercer University is one of America's most distinctive universities. *U.S. News & World Report* consistently ranks Mercer among the leading universities in the nation—including a **Best Value**—and The Princeton Review annually ranks Mercer in the **Top 15%** of colleges and universities nationwide. Mercer's School of Business has been named to the national list of "**Best Business Schools**" by *U.S. News & World Report* and The Princeton Review, including specific recognition for its full-time, part-time, and online MBA programs.

CONTACT US
Office of Graduate Admissions
678.547.6300 or business.admissions@mercer.edu
business.mercer.edu

AACSB ACCREDITED

AACSB Business Education Alliance Member

Learn more about Mercer's M.S. in Business Analytics and take the next step.

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