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 intern and work at top companies and organizations such as:

- BlackRock
- Blueera
- Coca-Cola
- Comcast
- Cox Communications
- Delta Air Lines
- E*Trade
- Ernst & Young
- Gas South
- Home Depot
- Informa Intelligence
- Inspire Brands
- KPMG
- Mailchimp
- Norfolk Southern
- Pfizer
- PricewaterhouseCoopers
- Southern Company
- Truist
- UPS
- 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

- **Online Cohort:** Students in the online cohort attend an in-person orientation on Mercer's Atlanta campus. Online classes begin in January or August, and the program is completed in 15 months.

- **Weekday Cohort:** Students in the weekday cohort attend classes on Mercer's Atlanta campus. In-person classes begin in January or August, and the program is completed in 16 months.

MERCER UNIVERSITY

SCHOOL OF BUSINESS

WE POWER BUSINESS

PROGRAM OF STUDY
M.S. in Business Analytics

BDA 600   Introduction to Data Science and Analytics*

BDA 601   Foundations of Programming*

BDA 602   Foundations of Statistics*

BDA 611   Visual Reporting and Communication

BDA 620   Applied Data Mining and Machine Learning*

BDA 622   Marketing Analytics

BDA 610   Advanced Business Statistics

BDA 612   Management Analytics

BDA 640   Data Driven Decision Making

BDA 632   Financial Analytics

BDA 630   Legal and Ethical Issues Affecting Big Data

BDA 650   Fieldwork

Total Degree Requirements: 36 hours

Courses shared with the M.S. in Data Science in the College of Professional Advancement.

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. The course must be completed by the end of the first term.

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*
· Official GMAT or GRE scores **OR** Test Optional Statement of Purpose

Unofficial transcripts may be submitted for application review.

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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