

MASTER OF APPLIED BUSINESS ANALYTICS

The goal of this Master of Applied Business Analytics (MABA) program is to address the growing demand for analytical capabilities in solving business problems that are demanded by a variety of employers within the United States. Research results from public and private sectors show that there are substantially fewer experts in the field of business analytics than there are opportunities for them.

This program prepares students not only to be able to analyze and interpret data, but also to translate this into effective decision-making for complex business problems. The program is a unique combination of one functional area of business and a breadth of courses in business analytics capped by an internship at your place of work or in another organization.

The Master of Applied Business Analytics degree is granted to students who satisfactorily complete a minimum of 30 semester hours at the 6000 level in the College of Business and Innovation meeting the program requirements. In addition, most non-business students and even some business students may need up to 12 credit hours of 5000-level prerequisites. This is a STEM program.

The admission decision will be based on a composite profile of the applicant including test scores, academic background, grades, work experience, letters of reference, and also the statement of purpose. The typical admitted student in the MABA program has at least a 2.7 undergraduate GPA and 480 on the GMAT or equivalent score in the GRE. Additional requirements include proficiency in spreadsheets and a programming language and a calculus course with C or better, both of which may be met by taking courses if necessary after a provisional admission. The following documents are required for admission to the program:

1. Official transcripts from each post-secondary institution attended.
2. Official GMAT scores sent directly from the Graduate Management Admissions Council (GMAC) or GRE score sent directly by the educational testing service to the College of Graduate Studies. The minimum GMAT score is 480 (equivalent score in the GRE) and must be no more than five years old.
3. The GMAT may be waived for applicants who have earned:
 - a. An undergraduate degree or MBA from UToledo (minimum 3.0 GPA) within the last ten years
 - or
 - b. A Master in Economics, Statistics, Mathematics or Engineering (minimum 3.00 GPA) within the last ten years
4. Most recent resume or curriculum vitae including contact information for two references (name, title, place of employment, phone number and e-mail address).
5. A 400-word essay on statement of purpose.

In the case of students whose native language is not English, a score of 80 or above on the TOEFL IBT, PTE equal to 58 or above, Duolingo equal to 105 or above, or a 6.5 or above on the International English Language Testing System (IELTS) is mandatory.

Applications for admission are considered on a rolling basis. However, students are encouraged to submit their applications by the following dates:

Domestic students:

Fall Semesters	August 1st
Spring Semesters	November 15th
Summer Semesters	April 15th

International students:

Fall Semesters	May 1st
Spring Semesters	October 1st
Summer Semesters	March 1st

Final admissions decisions will be withheld until the application for admission is complete. No materials submitted to the University will be returned to the applicant. The M.A.B.A. admits students to the program on a rolling admissions basis.

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Required CORE courses

Code	Title	Hours
INFS 6150	Business Intelligence Management	3
INFS 6450	Data Mining	3
OSCM 6250	Essentials of Business Analytics	3
OSCM 6350	Prescriptive Analytics	3
OSCM 6550	Business Analytics and Cases	03
Choose one of the following three options		
OSCM 6950	Capstone Project	3
BUAD 6920	Specialization Internship Opportunity	3
OSCM 6960	Masters Thesis	1-6

electives

Choose four courses (12 credit hours) from the same functional area of business (ACCT, FINA, INFS, MKTG, OSCM). If the BUAD course is taken, it must be in the same functional area of business as the other three electives chosen.

Code	Title	Hours
ACCT functional area		
BUAD 6100	Accounting For Decision Making	3
ACCT 6130	Advanced Financial Accounting	3
ACCT 6190	Contemporary Accounting Problems	3

ACCT 6250	Corporate Taxation	3
ACCT 6330	AIS Process, Technology, and Analytics	3
ACCT 6430	Business Valuation And Analysis	3
ACCT 6600	Data Analytics for Accountants	3
FINA functional area		
BUAD 6200	Corporate Finance (FINA 5310 is a prerequisite)	3
FINA 6130	Advanced Corporate Finance	3
FINA 6140	Investments And Security Analysis	3
FINA 6150	Financial Institutions And Markets	3
FINA 6340	Derivative Securities	3
FINA 6750	Research In Finance ^{Instructor permission only}	3
INFS functional area		
BUAD 6800	Information Technology And E-Business	3
INFS 6560	Business Systems Analysis and Design	3
INFS 6610	Information Integration and Data Management	3
INFS 6710	Management of Information Systems Security	3
INFS 6790	ERP Systems Configuration and Integration	3
INFS 6930	Contemporary Topics Seminar	3
INFS 6810	Network Communications	3
MKTG functional area		
BUAD 6300	Strategic Marketing And Analysis	3
MKTG 6140	Relationship Marketing	3
MKTG 6220	Strategic Customer Insight & Analysis	3
MKTG 6230	Digital Marketing	3
MKTG 6240	Sales Force Leadership and Strategy	3
MKTG 6250	Global Sales and Sales Management	3
MKTG 6310	Managing Innovation and Product Commercialization	3
MKTG 6320	Strategic Brand Management	3
MKTG 6980	Special Topics	3
OSCM functional area		
BUAD 6600	Supply Chain Management	3
OSCM 6270	Simulation and Waiting Lines	3
OSCM 6680	Quality Management and Six Sigma	3
OSCM 6690	Supply Chain Resources Management	3
OSCM 6780	ERP Systems Process Management	3

- PLO 1. Reasonable mastery of business analytics covering concepts in statistics and modeling in the analysis of data for business decision making.
- PLO 2. Mastery of one area of applied business area.
- PLO 3. Gain experience in applying the tools and techniques of predictive and prescriptive analytics in the chosen area of applied business for improving business decision making.