The following will be required for admission to the Master of Science: Business: Analytics program:

- Undergraduate degree. Common majors interested in this program include business, computer science, economics, engineering, mathematics, statistics, or other quantitative fields. Any undergraduate university degree is acceptable. Expected completion of an undergraduate degree is required prior to starting the Master of Science: Business: Analytics program.
- GMAT or GRE score.
- Resume.
- One professional letter of recommendation.
- Response to essay(s) question.
- Interview (by invitation only).
- TOEFL or IELTS test score, only for applications whose native language is not English.

The TOEFL is waived for students who have completed a four-year undergraduate degree and/or master degree (minimum of eight semesters total) with instruction in English or who will complete such a degree prior to matriculation in the Master of Science: Business: Analytics program.

All undergraduate and masters degree transcripts will be evaluated. Schools outside the United States may be verified by World Education Services at the individual class level.

**How to Apply**

Students interested in business degrees do not apply through the Graduate School application system and should instead refer to the School of Business Admissions page. ([https://wsb.wisc.edu/programs-degrees/mba/full-time/admissions/](https://wsb.wisc.edu/programs-degrees/mba/full-time/admissions/))

**Funding**

**Graduate School Resources**

Resources to help you afford graduate study might include assistantships, fellowships, traineeships, and financial aid. Further funding information ([https://grad.wisc.edu/funding/](https://grad.wisc.edu/funding/)) is available from the Graduate School. Be sure to check with your program for individual policies and restrictions related to funding.

**Program Information**

Due to the rigor and requirements of the program, students enrolled in the Business Analytics Master’s Program are not allowed to accept research assistantships, teaching assistantships, project assistantships, or other University appointments that grant waivers of tuition or academic fees.

**Requirements**

Review the Graduate School minimum academic progress and degree requirements ([http://guide.wisc.edu/graduate/#policiesandrequirementstext](http://guide.wisc.edu/graduate/#policiesandrequirementstext)), in addition to the program requirements listed below.

**Mode of Instruction**

<table>
<thead>
<tr>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Mode of Instruction Definitions**

- **Accelerated**: Accelerated programs are offered at a fast pace that condenses the time to completion. Students are able to complete a program with minimal disruptions to careers and other commitments.
- **Evening/Weekend**: Courses meet on the UW-Madison campus only in evenings and/or on weekends to accommodate typical business schedules. Students have the advantages of face-to-face courses with the flexibility to keep work and other life commitments.
- **Face-to-Face**: Courses typically meet during weekdays on the UW-Madison Campus.
- **Hybrid**: These programs combine face-to-face and online learning formats. Contact the program for more specific information.
Online: These programs are offered 100% online. Some programs may require an on-campus orientation or residency experience, but the courses will be facilitated in an online format.

CURRICULAR REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Detail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit Requirement</td>
<td>30 credits</td>
</tr>
<tr>
<td>Minimum Residence Credit Requirement</td>
<td>24 credits</td>
</tr>
<tr>
<td>Minimum Graduate Coursework Requirement</td>
<td>Half of degree coursework (15 credits out of 30 total credits) must be completed graduate-level coursework; courses with the Graduate Level Coursework attribute are identified and searchable in the university’s Course Guide (<a href="https://registrar.wisc.edu/course-guide/">https://registrar.wisc.edu/course-guide/</a>).</td>
</tr>
</tbody>
</table>

Overall Graduate GPA Requirement

<table>
<thead>
<tr>
<th>Overall Graduate GPA Requirement</th>
<th>3.00 GPA required.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Grade Requirements</td>
<td>The Graduate School requires an average grade of B or better in all coursework (300 or above, not including research credits) taken as a graduate student unless conditions for probationary status require higher grades. Grades of Incomplete are considered to be unsatisfactory if they are not removed during the next enrolled semester.</td>
</tr>
</tbody>
</table>

Assessments and Examinations

<table>
<thead>
<tr>
<th>Assessments and Examinations</th>
<th>No formal examination is required.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Language Requirements</td>
<td>No language requirement.</td>
</tr>
</tbody>
</table>

REQUIRED COURSES

21 core credits, in addition to 9 credits of electives, are required for the Business: Analytics MS.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN BUS 705</td>
<td>Statistics and Programming for Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 656</td>
<td>Machine Learning for Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 720</td>
<td>Data Visualization for Business Analytics</td>
<td>1</td>
</tr>
<tr>
<td>GEN BUS 730</td>
<td>Prescriptive Modeling and Optimization for Business Analytics</td>
<td>2</td>
</tr>
<tr>
<td>GEN BUS 740</td>
<td>Experiments and Causal Methods for Business Insights</td>
<td>2</td>
</tr>
<tr>
<td>GEN BUS 760</td>
<td>Data Technology for Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 770</td>
<td>Analytics Consulting Practicum</td>
<td>4</td>
</tr>
<tr>
<td>GEN BUS 840</td>
<td>Current Topics in Business Analytics</td>
<td>2</td>
</tr>
<tr>
<td>OTM 752</td>
<td>Project Management</td>
<td>1</td>
</tr>
</tbody>
</table>

Electives:

<table>
<thead>
<tr>
<th>Electives</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT SCI 654</td>
<td>Regression and Time Series for Actuaries</td>
</tr>
<tr>
<td>ACT SCI 655</td>
<td>Health Analytics</td>
</tr>
<tr>
<td>FINANCE 635</td>
<td>Business Valuation</td>
</tr>
<tr>
<td>MARKETNG 710</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>MARKETNG/OTM 727</td>
<td>Information Technology in Supply Chains</td>
</tr>
<tr>
<td>MARKETNG 745</td>
<td>Digital Marketing Analytics</td>
</tr>
<tr>
<td>MARKETNG 755</td>
<td>Marketing in a Digital Age</td>
</tr>
<tr>
<td>MARKETNG 815</td>
<td>Marketing Analytics</td>
</tr>
<tr>
<td>M HR 610</td>
<td>Compensation: Theory and Administration</td>
</tr>
<tr>
<td>M HR 617</td>
<td>Diversity in Organizations</td>
</tr>
<tr>
<td>M HR 723</td>
<td>Business Strategy</td>
</tr>
<tr>
<td>OTM 714</td>
<td>Supply Chain Analytics</td>
</tr>
<tr>
<td>REAL EST 710</td>
<td>Real Estate Finance</td>
</tr>
<tr>
<td>REAL EST 715</td>
<td>Techniques of Real Estate Valuation</td>
</tr>
<tr>
<td>R M I 160</td>
<td>Risk Analytics and Behavioral Science</td>
</tr>
<tr>
<td>R M I 655</td>
<td>Risk Financing Techniques</td>
</tr>
</tbody>
</table>

Total Credits: 30

In addition to the Approved Electives, students may request alternative business school elective courses based on their interests. These requests will need to be approved by the MSBA academic leadership team.

1 Students take GEN BUS 840 Current Topics in Business Analytics twice for 1 credit.

POLICIES

GRADUATE SCHOOL POLICIES

The Graduate School’s Academic Policies and Procedures (https://grad.wisc.edu/acadpolicy/) provide essential information regarding general university policies. Program authority to set degree policies beyond the minimum required by the Graduate School lies with the degree program faculty. Policies set by the academic degree program can be found below.

MAJOR-SPECIFIC POLICIES

PRIOR COURSEWORK

Graduate Work from Other Institutions

With program approval, up to 6 credits of coursework at the graduate level from an AACSB-accredited school, and in which a grade of B or better was earned, may count toward the degree.

UW–Madison Undergraduate

No credits from a UW–Madison undergraduate degree are allowed to count toward the degree.

UW–Madison University Special

With program approval and payment of the difference in tuition (between special and graduate tuition), students are allowed to count no more than 9 credits of coursework numbered 700 or above taken as a UW–Madison University Special student. Coursework earned five or more years prior to the master’s degree is not allowed to satisfy requirements.
PROBATION

The Graduate School regularly reviews the record of any student who earned grades of BC, C, D, F, or Incomplete in a graduate course (300 or above), or grade of U in research credits. This review could result in academic probation with a hold on future enrollment or in being suspended from the Graduate School.

ADVISOR/COMMITTEE

Every graduate student is required to have an advisor. An advisor is a faculty member, or sometimes a committee, responsible for providing advice regarding graduate studies.

CREDITS PER TERM ALLOWED

15 credits

TIME CONSTRAINTS

Master’s degree students who have been absent for five or more consecutive years lose all credits that they have earned before their absence. Individual programs may count the coursework students completed prior to their absence for meeting program requirements; that coursework may not count toward Graduate School credit requirements.

GRIEVANCES AND APPEALS

These resources may be helpful in addressing your concerns:

- Bias or Hate Reporting (https://doso.students.wisc.edu/bias-or-hate-reporting/)
- Graduate Assistantship Policies and Procedures (https://hr.wisc.edu/policies/gapp/#grievance-procedure)
- Hostile and Intimidating Behavior Policies and Procedures (https://hr.wisc.edu/hib/)
- Office of the Provost for Faculty and Staff Affairs (https://facstaff.provost.wisc.edu/)
- Dean of Students Office (https://doso.students.wisc.edu/) (for all students to seek grievance assistance and support)
- Employee Assistance (http://www.eao.wisc.edu/) (for personal counseling and workplace consultation around communication and conflict involving graduate assistants and other employees, post-doctoral students, faculty and staff)
- Employee Disability Resource Office (https://employeedisabilities.wisc.edu/) (for qualified employees or applicants with disabilities to have equal employment opportunities)
- Graduate School (https://grad.wisc.edu/) (for informal advice at any level of review and for official appeals of program/departmental or school/college grievance decisions)
- Office of Compliance (https://compliance.wisc.edu/) (for class harassment and discrimination, including sexual harassment and sexual violence)
- Office of Student Conduct and Community Standards (https://conduct.students.wisc.edu/) (for conflicts involving students)
- Ombuds Office for Faculty and Staff (http://www.ombuds.wisc.edu/) (for employed graduate students and post-docs, as well as faculty and staff)
- Title IX (https://compliance.wisc.edu/titleix/) (for concerns about discrimination)

Any student who feels that they have been mistreated by a faculty or staff member has the right to lodge a complaint. Complaints may concern course grades, classroom treatment, program admission, or other issues. To ensure a prompt and fair hearing of any complaint and to protect both the student’s rights and the person at whom the complaint is addressed, the grievance procedures below are used in the Wisconsin School of Business.

The person whom the complaint is directed against must be an employee of the School of Business. Any student or potential student may use these procedures unless other campus rules or contracts cover the complaint:

1. If the student feels comfortable/safe doing so, the student should first talk with the person against whom the grievance is directed. Most issues can be settled at this level. If the complaint is directed against a teaching assistant (TA) and the student is not satisfied after discussion of the grievance with the TA, the next step would be to talk to the TA’s supervisor, who is usually the course professor. If the complaint is still not resolved satisfactorily, the student may continue to step 2.

2. If the complaint involves an academic department, the student should contact the chair of the department. The chair will attempt to resolve the problem informally. If this cannot be done to the student’s satisfaction, the student may submit the grievance to the chair in writing. This must be done within 60 calendar days of the alleged unfair treatment.
   a. If the complaint does not involve an academic department, the procedure outlined in Step 4 below should be followed.

3. On receipt of a written complaint, the chair will refer the matter to a departmental committee, which will obtain a written response from the person at whom the complaint is directed. This response shall be shared with the person filing the grievance. The chair will provide a written decision within 30 days to the student on the action taken by the committee.

4. If either party is not satisfied with the decision, they have five working days from receipt of the decision to contact the dean’s office (at the number below), indicating the intention to appeal. If the complaint does not involve an academic department in the school, the student must contact the dean’s office within 60 calendar days of the alleged unfair treatment.

5. In either case, there will be an attempt to resolve the issue informally by the appropriate associate dean. If this cannot be done, the complaint can be filed in writing with the Office of the Dean. This must be done within 10 working days of the time the appealing party was notified that informal resolution was unsuccessful.

6. On receipt of such a written complaint, the Chief Diversity and Inclusion Officer will convene a subcommittee of relevant stakeholders pending the nature of the issue. This subcommittee may ask for additional information from the parties involved and may hold a hearing at which both parties will be asked to speak separately. The subcommittee will then make a written recommendation to the dean of the School of Business who will render a decision. Unless a longer time is negotiated, this written decision shall be made within 20 working days from when the grievance was filed with the Office of the Dean.

Questions about these procedures can be directed to the School of Business, Office of the Dean, 4339 Grainger, 975 University Avenue, 608-262-7867.

State law contains additional provisions regarding discrimination and harassment. Wisconsin Statutes 36.12 reads, in part: “No student may be denied admission to, participation in or the benefits of, or be discriminated against in any service, program or facility of the system or its institutions or center because of the student’s race, color, creed, religion, sex,
national origin, disability, ancestry, age, sexual orientation, pregnancy, marital status or parental status.” In addition, UW–System prohibits discrimination based on gender identity or gender expression. Students have the right to file discrimination and harassment complaints with the Office of Compliance, 361 Bascom Hall, 608-265-6018, uwcomplianceoffice@wisc.edu.

The Graduate School has procedures for students wishing to appeal a grievance decision at the school/college level. These policies are described in the Graduate School’s Academic Policies and Procedures: https://grad.wisc.edu/documents/grievances-and-appeals/

OTHER

Students must be enrolled full-time.

Students are not permitted to work as Project Assistants, Teaching Assistants or Research Assistants during their time in the Masters of Science: Business: Analytics as they will be too busy with course work to accommodate those work time commitments.

PROFESSIONAL DEVELOPMENT

GRADUATE SCHOOL RESOURCES

Take advantage of the Graduate School's professional development resources (https://grad.wisc.edu/pd/) to build skills, thrive academically, and launch your career.

PROGRAM RESOURCES

During the program, you will have access to the Career Management Center and its services to help you develop your professional and career interests.

LEARNING OUTCOMES

1. Apply business analytic tools and methods across various business functions (marketing, finance, supply chain, etc.) and industries (health care, finance, technology, etc.)
2. Leverage expertise in data management software (e.g., SQL) & statistical programming (e.g., R, Python) to go from data to decisions
3. Deliver insights and recommendations for organizations using cutting-edge descriptive, predictive, and prescriptive analytics techniques
4. Manage analytics projects, communicate professionally, and influence data-based changes within an organization

PEOPLE

For more information about the faculty and their research interests, please visit the directory (https://bus.wisc.edu/faculty-research/faculty-directory/).

Dani Bauer, M.S., Ph.D.
Professor
Faculty Director, Business Analytics
daniel.bauer@wisc.edu

Cody Baldwin
Director, Business Analytics
cbaldwin6@wisc.edu

Faculty that teach in the program:

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Qing Liu, Ph.D.
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Enno Siemsen, Ph.D.
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Associate Professor
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ACCREDITATION

AACSB International—The Association to Advance Collegiate Schools of Business (http://www.aacsb.edu/)