BUSINESS: ANALYTICS, M.S.

Founded in 1900, the School of Business established one of the first five business programs in the nation. That entrepreneurial spirit remains strong.

As a student in the School of Business, you will find yourself inspired by peers, staff, alumni, business leaders, and world-renowned faculty who are focused, collaborative, and engaged in every aspect of the student experience. You will join a highly ranked program that equips you to meet both academic and career challenges. Employers value School of Business graduates because of the comprehensive preparation this learning environment provides. Graduates possess highly sought-after general management and specialized expertise in business.

Joining collaborative, inspiring, trustworthy, and progressive Wisconsin School of Business alumni, Business Badger graduates are prepared to lead their organizations to success and transform the world of business. Together Forward!

Master of Science in Business Analytics

Learn to leverage data to answer complex business questions in any industry with this STEM-designated M.S., Business Analytics. Addressing all aspects of business, you will use cutting-edge tools to hone your analytical skills and business acumen. The ability to turn data into decisions is crucial in our fast-paced world and this one-year Wisconsin School of Business program prepares students to seize these opportunities as they arise.

The Business Analytics curriculum includes the topics of:

• Data acquisition, analysis, and visualization
• Machine learning, experimental design, and optimization
• Descriptive, predictive, and prescriptive analytical approaches
• R/Python/SQL/Tableau

You will also benefit from experiential learning through real-world consulting projects and choose electives from various industry-specific analytics courses.