BUSINESS: OPERATIONS AND TECHNOLOGY MANAGEMENT: BUSINESS ANALYTICS, M.S.

Admissions to the Business: Operations and Technology Management: Business Analytics, M.S. named option have been suspended as of fall 2021 and will be discontinued as of fall 2023. If you have any questions, please contact the department (https://wsb.wisc.edu/programs-degrees/masters/business-analytics/).

This is a named option in the Business: Operations and Technology Management, M.S. (http://guide.wisc.edu/graduate/operations-information-management/business-operations-technology-management-ms/)

Learn to leverage data to answer complex business questions in any industry with this STEM-designated M.S., Business: Operations and Technology Management: Business Analytics. Addressing all aspects of business, you’ll use cutting-edge tools to hone your analytical skills and business acumen. This one-year Wisconsin School of Business program prepares students to seize opportunities in the fast-growing world of turning data into decisions.

The MSB-OTM named option in 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.

ADMISSIONS

Admissions to the Business: Operations and Technology Management: Business Analytics, M.S. named option have been suspended as of fall 2021 and will be discontinued as of fall 2023. If you have any questions, please contact the department (https://wsb.wisc.edu/programs-degrees/masters/business-analytics/).

Admissions to the named option: Business Analytics have been suspended as of fall 2021. Students currently in the program will be supported and will be able to complete the program; however, no new students will be allowed to enroll. The School of Business now offers a Master of Science in Business Analytics which is replacing this named option. Additional information can be found on the Business Analytics, M.S. Guide page (https://guide.wisc.edu/graduate/business-school-wide/business-analytics-ms/).

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/) is available from the Graduate School. Be sure to check with your program for individual policies and restrictions related to funding.

REQUIREMENTS

MINIMUM GRADUATE SCHOOL REQUIREMENTS

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

NAMED OPTION REQUIREMENTS

MODE OF INSTRUCTION

<table>
<thead>
<tr>
<th>Mode of Instruction</th>
<th>Face to Face</th>
<th>Evening/Weekend</th>
<th>Online</th>
<th>Hybrid</th>
<th>Accelerated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</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 Detail</th>
<th>Minimum Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum Credit</td>
<td>30 credits</td>
</tr>
<tr>
<td>Grad Credit</td>
<td></td>
</tr>
<tr>
<td>Minimum Residence</td>
<td>16 credits</td>
</tr>
<tr>
<td>Grad Course</td>
<td>15 credits</td>
</tr>
<tr>
<td>Grad Course (50%)</td>
<td></td>
</tr>
</tbody>
</table>

Details:

Minimum 15 credits must be graduate-level coursework. Details can be found in the Graduate School’s Minimum Graduate Coursework Coursework (50%) policy (https://policy.wisc.edu/library/UW-1244/).
There are 21 credits in the required class list. The students will take an additional nine (9) credits from an approved electives list.

### REQUIRED COURSES

There are 21 credits in the required class list. The students will take an additional nine (9) credits from an approved electives list.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GEN BUS 656</td>
<td>Machine Learning for Business Analytics</td>
<td>3</td>
</tr>
<tr>
<td>GEN BUS 705</td>
<td>Statistics and Programming 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 790</td>
<td>Capstone 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>

Three (3) Approved Electives for nine (9) additional credits. Approved Electives include:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT SCI 685</td>
<td>Health Analytics</td>
<td>3</td>
</tr>
<tr>
<td>FINANCE 635</td>
<td>Business Valuation</td>
<td>3</td>
</tr>
<tr>
<td>MHR 610</td>
<td>Compensation: Theory and Administration</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 710</td>
<td>Marketing Research</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING/ OTM 727</td>
<td>Information Technology in Supply and Chains</td>
<td>3</td>
</tr>
<tr>
<td>MARKETING 815</td>
<td>Marketing Analytics</td>
<td>3</td>
</tr>
<tr>
<td>OTM 714</td>
<td>Supply Chain Analytics</td>
<td>3</td>
</tr>
<tr>
<td>RMI 655</td>
<td>Risk Financing Techniques</td>
<td>3</td>
</tr>
<tr>
<td>RMI 660</td>
<td>Risk Analytics and Behavioral Science</td>
<td>3</td>
</tr>
<tr>
<td>REAL EST 710</td>
<td>Real Estate Finance</td>
<td>3</td>
</tr>
<tr>
<td>REAL EST 715</td>
<td>Techniques of Real Estate Valuation</td>
<td>3</td>
</tr>
</tbody>
</table>

### NAMED OPTION-SPECIFIC POLICIES

### PRIOR COURSEWORK

**Graduate Work from Other Institutions**

With program approval, students are allowed to count no more than 9 credits of graduate coursework from other institutions. Coursework earned five or more years prior to admission to a master’s degree is not allowed to satisfy requirements.

**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

This program follows the Graduate School’s Probation policy. (https://policy.wisc.edu/library/UW-1217/)

### ADVISOR / COMMITTEE

This program follows the Graduate School’s Advisor policy (https://policy.wisc.edu/library/UW-1232/) and the Graduate School’s Committees policy (https://policy.wisc.edu/library/UW-1201/).

### CREDITS PER TERM ALLOWED

15 credits

### TIME LIMITS

This program follows the Graduate School’s Time Limits policy. (https://policy.wisc.edu/library/UW-1221/)

### 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://dosu.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)
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. 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, 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, course 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.

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.

WISCONSIN SCHOOL OF BUSINESS 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.

PEOPLE

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

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Cody Baldwin
Director, Business Analytics
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Faculty that teach in the program:

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