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.