

# MSBA Requirements

The MSBA program requires a bachelors degree in science, technology, engineering, mathematics or business with prerequisites including: statistics, mathematics, information systems and business.

## Other Requirements:

- Successful completion of an undergraduate statistics course and 3 hours of mathematics, including linear algebra
- Business requirement may be waived with 3+ years industry experience or the requirement can be fulfilled with (MIS 24163) Principles of Management or (MIS 64158) Leadership and Managerial Assessment

# Apply Online

[www.kent.edu/admissions/apply/graduate](http://www.kent.edu/admissions/apply/graduate)

Admission is fall semester only and highly competitive. Applying early is highly recommended. In addition to the online application form and fee, you must submit:

- Accredited College/University Official Transcripts
- GMAT/GRE Score
- Résumé
- Three Letters of Recommendation
- Essay of Goals and Objectives
- TOEFL Score — International Applicants

# Deadlines

**Domestic: Feb. 1**    **International: Jan. 1**

# Find Out More

For more information or if you have questions contact:

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To learn more visit

[business.kent.edu/MSBA](http://business.kent.edu/MSBA)



# Master of Science in Business Analytics (MSBA)

**From Kent, The World.**





## MSBA Overview

Combine your business skills and analytical acumen; become a business analytics professional with a **Master of Science degree in Business Analytics (MSBA)**.

The MSBA program balances technologies, analytical methods and business expertise to provide the skills you need to analyze large data sets to make strategic business decisions.

Soft skills are just as vital to your career success; communications, decision-making and leadership skills are advanced through group capstone analyses projects, internship opportunities and professional development with our on-site Career Services Office dedicated to business students.

The MSBA program is excellent preparation for careers in healthcare, retail, manufacturing, finance and government. Business analytics professionals are in great demand in every industry sector.

## MSBA Curriculum

Finish in just one year, with eight required courses and two elective courses to customize your degree.

### Core Requirements:

- Quantitative Management Models
- Business Analytics
- Advanced Data Mining and Predictive Analytics
- Analytics in Practice
- Database Management and Database Analytics
- Capstone Project in Business Analytics
- Data Mining Techniques
- Big Data Analytics

### Electives (Select Two):

- Enterprise Architecture
- Data Science
- Econometrics I
- Semantic Analysis Methods
- Clinical Analytics
- Systems Simulation
- Global Supply Chain Modeling
- Leadership and Organizational Change
- Internship in Business Analytics
- Marketing Research



## MSBA Faculty

### Asli M. Arikan, Ph.D.

*Corporate Strategy, Corporate Finance, Growth of New Public Firms*

### Ilgaz Arikan, Ph.D.

*Competitive Strategy, International Business, Entrepreneurship*

### Alan Brandyberry, D.B.A.

*Information Systems, Operations Research, Business Analytics, Management Science*

### Pratim Datta, Ph.D.

*Information Technology, Systems Security, Business Analytics, Infrastructure and Process Redesign and Engineering*

### Natalia Dragan, Ph.D.

*Applied Mathematics, Statistics, Data Mining, Business Analytics*

### Al Guiffriada, Ph.D.

*Operations, Supply Chain Management, Statistics, Management Science*

### Mary Hogue, Ph.D.

*Industrial and Organizational Psychology, Differential Work Experiences of Men and Women*

### Deborah Erdos Knapp, Ph.D.

*HRM and OB, HR Analytics and ERP Systems*

### Dong-heon (Austin) Kwak, Ph.D.

*Online Donations, Charity Website Design, ERP, Business Intelligence*

### Julia Levashina, Ph.D.

*Human Resource Management, Impression Management, Biodata and Personality Measures*

### Felix Offodile, Ph.D.

*Operations, Supply Chain and Technology Management, Statistics*

### Eddy Patuwo, Ph.D.

*Operations Research, Neural Networks, Statistics, Operations Management*

### Greta L. Polites, Ph.D.

*Habits/Resistance to Change, Business Intelligence Administration, Data Mining, Business Analytics*

### Murali S. Shanker, Ph.D.

*Simulation, Neural Networks, Optimization, Business Analytics*

### Geoffrey Steinberg, Ph.D.

*Database Management, Data Visualization, Web/Mobile Development and Programming*