Applied Business Analytics
Graduate Programs

Master’s degree program
(on campus, online, and blended)

Graduate Certificate program
(on campus, online, and blended)

PROGRAM FEATURES

• Ten-course curriculum can be completed in less than two years, part-time on campus, online, or in the blended format.
• Blended courses combine on-campus lectures with interactive, online coursework.
• Online format includes lectures and discussion sessions, videos, interactive animations, discussion boards, and more; online courses begin six times a year.
• Applications are accepted on a rolling admissions basis.
• Study with top-quality faculty and get the preparation you need to succeed in this rapidly growing field—whether you want to enhance your career, or change it.
• Credits earned for the certificate can be applied towards the master’s degree program.
• GMAT/GRE not required.

OVERVIEW

As our ability to capture data grows, so does the challenge of finding people who can harness its power. In a recent analysis, PwC determined that 67 percent of job openings requiring data science and analytics competencies are for “analytics-enabled” roles, such as chief executive officer, chief data officer, director of IT, human resources manager, financial manager, and marketing manager.

Now is the time to learn the concepts, techniques, and tools needed to transform available data into a valuable catalyst for business growth. Graduate programs in Applied Business Analytics at Boston University’s Metropolitan College (MET) are taught by highly qualified faculty with substantial achievements in areas such as descriptive, predictive, and prescriptive analytics. Gain hands-on experience with a variety of analytical models and decision-support tools that you can apply to interlinked data-inputs and large data sets in the areas of marketing, operations, product and technology innovations, financial services, human resource management, and other areas.

These online and on-campus programs provide comprehensive coverage of data analytics concepts, techniques, and state-of-the-art tools used in the process of data-driven business decision-making.

At MET, pursue your:

• Master’s in Applied Business Analytics
  (on campus, online, and blended)
• Graduate Certificate in Applied Business Analytics
  (on campus, online, and blended)

MET’s Applied Business Analytics sequence can set you apart by adding invaluable analytics expertise and skills to your résumé.

Boston University Metropolitan College

617-358-8162 | ADSAdmissions@bu.edu | bu.edu/met
PROGRAM REQUIREMENTS

Prerequisite
As a prerequisite to the course MET AD 571 Business Analytics Foundations, applicants are required to complete the online AD 100 Pre-Analytics Laboratory. Some courses may have additional prerequisites.

Master of Science in Applied Business Analytics
A total of ten courses (40 credits) is required to complete the degree program.

Core Curriculum (four courses/16 credits)
- MET AD 571  Business Analytics Foundations
- MET AD 605  Operations Management: Business Process Fundamentals
- MET AD 632  Financial Concepts
- MET AD 715  Quantitative and Qualitative Decision-Making

Specialization Courses (four courses/16 credits)
(Note: Students who already hold the Graduate Certificate in Applied Business Analytics may waive MET AD 616, MET AD 654, and MET AD 688.)
- MET AD 616  Enterprise Risk Analytics
- MET AD 654  Marketing Analytics
- MET AD 688  Web Analytics for Business
- MET AD 699  Data Mining for Business Analytics

Additional Courses (two courses/8 credits)
Select two additional Administrative Sciences graduate-level courses with advisor’s approval. Graduate-level courses may also be selected from other Metropolitan College departments or other Boston University schools and colleges, with an advisor’s approval.

Graduate Certificate in Applied Business Analytics
Core Curriculum (four courses/16 credits)
- MET AD 571  Business Analytics Foundations
- MET AD 616  Enterprise Risk Analytics
- MET AD 654  Marketing Analytics
- MET AD 688  Web Analytics for Business

LEARN MORE
If you have questions, or you’re looking for information about admission and tuition, please contact us or visit us online:
Phone 617-358-8162
Email ADSAdmissions@bu.edu
Visit bu.edu/met

Managers need to know how to handle the explosion of information extracted from very large data sets. The Applied Business Analytics program will increase students’ capabilities for integrating the volume, velocity, variety, veracity, and value of information assets into sound analytics-based decisions.”—Dr. Vladimir Zlatev, Associate Professor of the Practice of Administrative Sciences

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