

# Business and Economics Graduate Programs

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## MBA in Business Administration: Business Analytics

### Program Description

The Business Analytics concentration of the MBA program explores ways to analyze and interpret big data to make better business decisions and manage businesses more effectively and efficiently.

Students in this concentration:

- Use tools such as modeling, data mining and information systems to support data-driven business decisions.
- Apply predictive modeling and statistical forecasting to evaluate scenarios.
- Examine current and emerging trends and practices related to big data and database systems.

### Program Coordinator

Dr. Stephanie Adam

### Delivery Mode

Blended or 100% Online

### Accreditation

Programs in the Department of Business and Economics are accredited by the Accreditation Council for Business Schools and Programs (ACBSP), a leading specialized accreditation body for business education supporting, celebrating and rewarding teaching excellence. The association embraces the virtues of teaching excellence and emphasizes to students that it is essential to learn.

### Curriculum

Course	Credits
<b>Core Courses</b>	
<b>MBA 700</b> Business Foundations	3
<b>MBA 710</b> Quantitative Reasoning and Analysis	3
<b>MBA 720</b> Leading the Enterprise	3
<b>MBA 730</b> Managerial Decision Making	3
<b>MBA 740</b> Business, Government and Society	3
<b>MBA 750</b> MBA Capstone	3
<b>Course Options (Specialized Courses)</b>	
<b>BUS 710</b> Applied Data Analysis for Business	3
<b>MIS 720</b> Business Analytics for Big Data	3
<b>MIS 730</b> Decision Support Systems	3
<b>BUS 740</b> Forecasting and Predictive Modeling	3
Business Electives (500-level or higher ACC, BUS, ECO, ENP, FIN, HRM, MGT, MIS or MKT)	6
<b>Total</b>	<b>36</b>

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**Program Webpage**

<https://www.calu.edu/academics/graduate/masters/mba/analytics.aspx>