

# Master the tools driving modern business

The online M.S. in Business Analytics from the KU School of Business

With a curriculum that integrates advanced analytics, machine learning, and artificial intelligence into real-world business decision-making, the University of Kansas **online Master of Science in Business Analytics (MSBA)** prepares professionals to turn data into strategic insight and drive impact across organizations.

## Program Structure

- 30 credit hours
- 10 courses
- 8 weeks per course
- Graduate in as few as 21 months
- Two starts per year: fall and spring

## Admissions Requirements

- Completed **online application**
- Bachelor's degree from accredited institution or equivalent (GPA of 3.0 or higher on a 4.0 scale preferred)
- Resume or CV (one years or more work experience preferred)
- Two letters of recommendation
- Personal statement
- Application fee: \$65 for U.S. residents, \$85 for international applicants
- **Proof of English proficiency** (for non-native English-speaking applicants)
- Executive Assessment score (or waiver)
  - Candidates may also satisfy this admission requirement by completing MBA Math

## Program Benefits

- Learn from the same renowned and respected faculty as the on-campus programs
- Become a Jayhawk and connect with a global business alumni network
- Build advanced skills in analytics, machine learning, and AI for business decision-making
- Graduate in as few as 21 months
- 100% online program with no on-campus residency required
- STEM-designated degree

## The Curriculum

### Core Courses (21 credits)

- BSAN 711 Statistical Modeling
- BSAN 721 Data & Visual Analytics
- BSAN 727 Enterprise Data Management
- BSAN 741 Optimization & Prescriptive Analytics
- BSAN 751 Foundations of Machine Learning & AI
- BSAN 766 AI for Business
- BSAN 768 Cybersecurity Essentials for Business Leaders

### Elective Options (9 credits)

**Choose three courses from the KU online MBA curriculum.\*** Pursue courses in topics including marketing, finance, leadership, and supply chain management.

#### SAMPLE COURSES:

- ACCT 706 Accounting
- FIN 706 Finance
- BSAN 706 Business Analytics - Statistics
- MGMT 706 Managing People
- MKTG 706 Marketing
- MGMT 718 Business Law and Ethics
- BE 718 Managerial Economics (3 Credits)
- SCM 718 Operations and Supply Chain Management (3 Credits)
- MGMT 719 Strategic Management (3 Credits)

\*Excludes the MBA Capstone course

## Are you ready to take the next step in your analytics career?

Across industries businesses are increasingly relying on data to inform decisions, optimize operations, and guide strategy. The [online M.S. in Business Analytics](#) from the University of Kansas prepares you to influence decision-making using data in your field.

Contact an [admissions outreach advisor](#) at 855-639-7799 to learn more.