

MS in Applied Analytics Curriculum Matrix	Courses	DESC 626	ISTM 620	DESC 637	ISTM 624	DESC 620	DESC 624	ISTM 627	ISTM 622	DESC 622	ISTM 626	ISTM XXX	DESC XXX	Applied Analytics Elective	GSBM 695	GSBM 670Z	GSBM 697B
		Simulation Modeling	Workflow and Business Process Modeling and Analysis	Multiple Attribute Decision Analysis	Big Data Management	Advanced Statistical Tools	Predictive Analytics	Marketing Informatics	Web and Social Media Analytics	Optimization Modeling	The Art and Science of Business Analytics	Elective	Elective	STGY 6XX GSBM 6XX/FINC 638/MKTG 6XX/ECNM 6XX	Internship	Analytics Education to Business	Applied Analytics Research Project
Goals and Objectives																	
Goal 1 Ethics																	
Objective 1: Students are able to recognize ethical dilemmas in business situations		I, D			D, M		D	D			M				D	M	M
Objective 2: Students can select solutions when presented with ethical dilemmas and discuss the consequences of those solutions		I, D			D		D	D	D		M				D	M	M
Goal 2 Communication																	
Objective 1: Students will be able to prepare and deliver a persuasive, professional speech on a current topic in their discipline		I, D	I, D		D	D		D	D, M			M	M			D, M	
Objective 2: Students will be able to prepare a written report analyzing a business problem		I, D	I, D		D	D		D	D			M	M		D, M		M
Objective 3: Students will be able to create effective visualizations of complex data and analyses		I, D	I, D		D	D	D	D		D	D	M	M		D	M	M
Goal 3 Analytics																	
Objective 1: Students apply the appropriate portfolio of methods and techniques for collecting, storing, and transforming structured and unstructured, quantitative and qualitative data					D, M			D	D	D, M		M		D		D	D
Objective 2: Students use appropriate contemporary “best of breed” software tools for manipulating and analyzing structured and unstructured, quantitative and qualitative data (e.g. Hadoop, SAS Enterprise Miner, R, Tableau)		I	I, D	I, D	D	D	D		D	D, M		M	M			D	D
Objective 3: Students employ evidenced-based decision making to a variety of business functions, operational problems, and competitive or strategic intelligence		I	I	D	D	D	D	D	D	D, M	M			M	D		M

I = Introduced, D = Developed, M = Mastered