BUSINESS DATA ANALYTICS
GRADUATE CONCENTRATION

for the Graduate Concentration in Business Data Analytics

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department faculty: https://business.illinois.edu/people/
overview of grad college admissions & requirements: https://
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This concentration is optional for these programs:

Business Administration, MBA (http://catalog.illinois.edu/graduate/
bus/business-administration-mba)
Business Administration, MS (http://catalog.illinois.edu/graduate/
bus/business-administration-ms)
Technology Management, MS (http://catalog.illinois.edu/graduate/bus/
technology-management-ms)

The concentration in Business Data Analytics is designed to develop
leaders in various business fields who understand (1) how to leverage
data to identify new customer segments and market; (2) how to optimize
the supply chain and logistics; and (3) how to collect, manipulate, and
visualize data for business decisions. The concentration will develop
skills using data as a foundation for sound decision making in business.

Graduate Degree Programs in Business Administration

Majors:
Business Administration, MBA (http://catalog.illinois.edu/
graduate/bus/business-administration-mba) (Full-Time)
with optional concentrations: Accountancy
(http://catalog.illinois.edu/graduate/bus/
concentration/accy/accountancy), Business Data
Analytics (p. 1), Corporate Governance &
International Business (http://catalog.illinois.edu/
graduate/bus/concentration/badm/corporate-
governance-international-business), Information
Technology & Control (http://catalog.illinois.edu/
graduate/bus/concentration/badm/information-
technology-control), Real Estate (http://
catalog.illinois.edu/graduate/bus/concentration/
finance/real-estate), Supply Chain Management
(http://catalog.illinois.edu/graduate/bus/
concentration/badm/supply-chain-management)

Business Administration, MBA (http://catalog.illinois.edu/
graduate/bus/business-administration-part-time-mba)
(Professional - part-time)
with optional concentrations: Business Data
Analytics (p. 1), Information Technology &
Control (http://catalog.illinois.edu/graduate/bus/
concentration/badm/information-technology-
control), Supply Chain Management (http://
catalog.illinois.edu/graduate/bus/concentration/
badm/supply-chain-management)

Business Administration, MBA (http://catalog.illinois.edu/
graduate/bus/business-administration-online-mba) (online-
imBA)
Business Administration, MS (http://catalog.illinois.edu/
graduate/bus/business-administration-ms)

with optional concentrations: Accountancy
(http://catalog.illinois.edu/graduate/bus/
concentration/accy/accountancy), Business Data
Analytics (p. 1), Business & Public
Policy (http://catalog.illinois.edu/graduate/
bus/concentration/finance/business-public-
policy), Corporate Governance & International
Business (http://catalog.illinois.edu/graduate/
bus/concentration/badm/corporate-governance-
international-business), Supply Chain
Management (http://catalog.illinois.edu/graduate/
badm/supply-chain-management)

Management, MS (http://catalog.illinois.edu/graduate/bus/
management-ms)
Technology Management, MS (http://catalog.illinois.edu/
graduate/bus/technology-management-ms)

with optional concentrations: Accountancy
(http://catalog.illinois.edu/graduate/bus/
concentration/accy/accountancy), Business Data
Analytics (p. 1), Business & Public
Policy (http://catalog.illinois.edu/graduate/
bus/concentration/finance/business-public-
policy), Information Technology & Control (http://
catalog.illinois.edu/graduate/bus/concentration/
badm/information-technology-control), Supply
Chain Management (http://catalog.illinois.edu/
graduate/bus/concentration/badm/supply-chain-
management)

Information listed in this catalog is current as of 05/2020
Admission

Admission to the concentration requires a Graduate Student Request Form submitted to the Department and Graduate College and admission to one of the programs approved for the concentration. Admission is limited, and acceptance is considered based on a student's academic standing and space availability.

For the Graduate Concentration in Business Data Analytics

This concentration requires twelve graduate hours of Business Data Analytics related coursework and completion of an analytics-related project in their Practicum or an equivalent course. Successful completion of the concentration assumes certain knowledge of business and prior coursework.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td>Select four hours of coursework from each of the three areas below:</td>
<td>12</td>
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<tr>
<td></td>
<td>1. Customer</td>
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<tr>
<td></td>
<td>BADM 590 Consumer Analytics</td>
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<td>BADM 590 Social Media Analytics</td>
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<td>2. Operation and Supply Chain</td>
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<td>BADM 590 Predictive Data Analytics</td>
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<td>BADM 590 Business Process Improvement</td>
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<td>3. Information Systems</td>
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<td>BADM 554 Enterprise Database Management</td>
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<td>BADM 557 Dec Support and Knowledge Mgt</td>
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<td>BADM 590 Data and Visual Analytics</td>
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In addition, students pursuing this concentration will be required to select an analytics-related project in their Practicum or an equivalent course.

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