BUSINESS DATA ANALYTICS
GRADUATE CONCENTRATION

for the Graduate Concentration in Business Data Analytics

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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/acct/acc), 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/badm/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/acct/acc), 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/bus/concentration/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/acct/acc), 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 03/2020
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.

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>Select four hours of course work from each of the three areas below:</td>
<td>12</td>
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<tr>
<td>1. Customer</td>
<td></td>
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<tr>
<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.