Applied Business Analytics (APBA)

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Master of Applied Business Analytics Website (https://walton.uark.edu/graduate-programs/business-analytics-masters-degree/)

Degrees Conferred:
Master of Applied Business Analytics (APBAMA)

The Master of Applied Business Analytics degree focuses on applied analytics for business. This degree is designed to provide professional preparation for positions in business, government, and public service. It provides sufficient flexibility to meet the needs of students with various backgrounds and foster lifelong learning and innovation. Students may choose from a variety of elective analytics courses in Business, Economic Analytics, Statistics, and Educational Statistics and Research Methods.

Requirements for Master of Applied Business Analytics

Admission Requirements: Students must apply to and meet the admission requirements (http://catalog.uark.edu/graduatecatalog/business/) of the Graduate School of Business and be admitted by the departmental admissions committee.

Academic Standing and Dismissal: Please see the Graduate School of Business policy for more information.

Requirements for the Master of Applied Business Analytics Degree: Students whose previous studies have fulfilled requirements of the common body of knowledge in business and analytics will be required to complete a minimum of 30 hours of graduate work. The required common body of knowledge for the Applied Business Analytics degree includes fundamental business and economics concepts as well as fundamental knowledge of statistics.

The Master of Applied Business Analytics program considers work experience an integral part of the curriculum and recommends that students work/intern for up to one year in a position (or positions) which allow for the practical application of the theoretical principles taught in courses. The Master of Applied Business Analytics Degree is a non-thesis degree program. The comprehensive exam will be a component of the Practicum course, ISYS 5990V.

Students who hold non-immigrant status in the United States in the F-1 or J-1 categories are responsible for coordinating any necessary authorization for employment with the Office of International Students and Scholars (ISS). F-1 and J-1 students are strongly advised to discuss training options with the Program Director and the ISS office early in their program, and to make themselves aware of limitations and restrictions related to F-1 or J-1 employment authorization benefits.

Pre-Master of Applied Business Analytics Bridging Course		3
ISYS 52103	ERP Fundamentals	
Master of Applied Business Analtyics Core Courses		**15**
ISYS 51003	Data Analytics Fundamentals	
ISYS 55003	Decision Support and Analytics	
ISYS 58303	Data Management Systems	
ISYS 58403	Seminar in Business Intelligence and Knowledge Management	
ISYS 5990V	Practicum Seminar	
Applied Analytics Electives		**9**
Students must choose three courses (9 hours) from either the Business and Economics Analytics Elective Courses or Statistics and Educational Statistics and Research Elective Courses:		
Business and Economics Analtyics Elective Courses		
ACCT 52603	Financial Statement Analysis for Executives	
ECON 57403	Introduction to Econometrics	
ECON 57503	Forecasting	
FINN 51703	Energy Finance and Risk Management	
FINN 52203	Financial Markets & Valuation	
FINN 53303	Investment Theory and Management	
ISYS 51703	Blockchain Fundamentals	
ISYS 5350V	Internship Experience	
ISYS 57103	Seminar in IS Topics	
SEVI 52103	Business Foundations for Entrepreneurs [1]	
SEVI 53103	Strategic Management	
SEVI 53203	New Venture Development [1]	
SEVI 5410V	New Venture Development II [1]	
MGMT 56103	Leadership and Organizational Behavior	
MKTG 52203	Marketing	
MKTG 54303	Consumer and Market Research	
MKTG 55203	Marketing Analytics	
MKTG 55603	Retail Strategy	
SCMT 56303	Foundations for New Product Launch and Integrated Demand-Driven Value Networks	
SCMT 56603	PLAN: Demand Planning and Inventory Operations	
SCMT 56903	Supply Chain Performance Management and Analytics	
Statistics and Educational Statistics and Research Elective Courses		
ESRM 64103	Experimental Design in Education	
ISYS 57203	Advanced Multivariate Analysis	
or ESRM 64503	Applied Multivariate Statistics	
General Elective (advisor approval)		3
Total Hours		**30**

[1] Taking these three Entrepreneurship courses along with another approved course, will make the student eligible to apply for the Entrepreneurship Certificate. These courses may only be taken by prior approval (and may require students to be on campus for three semesters).

Master of Applied Business Analytics (part-time):

The Information Systems Department also provides an opportunity for professionals in the workplace to complete the program by taking 6 hours per semester in a five-semester program.

Students in the part-time program begin with the Business Analytics Graduate Certificate program (first and second semesters). Completion

and success in the Business Analytics Graduate Certificate program can be used to provide "evidence of ability" and can be used to waive the requirement for an acceptable test score on the Graduate Management Admission Test (GMAT) or Graduate Record Exam (GRE).

For the part-time program, approval of the Program Director is required to enroll in more than six hours per semester.

Contact the department for additional information or visit the Graduate School of Business (http://gsb.uark.edu/).