

MASTER OF SCIENCE BUSINESS INTELLIGENCE AND ANALYTICS

Today's business professionals are charged with driving their organization's performance. Many look to data to identify issues, improve decision-making and highlight new opportunities. The more a company understands its data, the more its competitive advantage grows.

In short, organizations need highly qualified professionals trained in data science. And there are not enough to meet the demand. In fact, according to a recent McKinsey Institute analysis, there will be a need for an additional 1.5 million data savvy managers by 2018. That's where Rockhurst's MS-BIA program comes in.



THE PROGRAM

This 30 credit hour program takes the data science techniques of statistical modeling, computer science and machine learning, and adds implementation, business and strategy skills needed to be successful in a corporate environment.

CORE CURRICULUM

As an MS-BIA student, you'll complete 26 core credit hours, including:

- Business intelligence
- Data visualization
- Applied data mining
- Predictive Models
- Text Mining
- Web and social media analytics
- Big data and prep
- Strategy and analytics
- Dashboard creation and implementation
- Financial decision-making for managers
- Project management
- Marketing
- Managerial Communications

ELECTIVES

You'll also select two electives such as:

- Time series and sequential analysis
- Spatial and GIS analytics
- Health information technology
- Innovation
- Fraud examination

For course descriptions, visit rockhurst.edu/msbia.

*The median salary for a
data scientist in the U.S. is
\$118,000 per year.*



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CLASS SCHEDULE

Classes meet once per week from 5:45 to 9 p.m., Monday through Thursday. Most students, enrolled part-time, attend class two evenings per week and complete the program in two years. The program consists of five, eight-week terms per year. You can begin the program at five different points in the year: January, March, June, August or October.

A PERFECT LOCATION

Kansas City is quickly becoming a hub for big data. As an RU student, you will have opportunities to connect with professionals at companies like Cerner, BKD, Blue Cross Blue Shield, AMC Theaters, Swiss Re, DST Systems, Sprint and more.

ENROLLMENT INFORMATION

After submitting your application, transcripts, resume and personal statement, you will meet with the director of graduate business advising to map out a personalized schedule. This flexible schedule is built based on your graduation timeline and selected electives.

THE ADMISSION PROCESS

Apply for the MS-BIA program in three easy steps.

1. **Complete an application for admission** at rockhurst.edu/msbia.
2. **Submit your official transcripts** for all undergraduate and graduate coursework evidencing conferral of a bachelor's degree. Electronic transcripts may be sent to jennifer.plaster@rockhurst.edu. Official transcripts can be mailed to:

Rockhurst University
Graduate Business Programs
Conway Hall, Room 201F
1100 Rockhurst Road
Kansas City, MO 64110-2561

3. **Send your current professional resume and a personal statement** to graduate@rockhurst.edu. Your personal statement should be one to two pages in length and describe your educational and professional experience along with your goals related to earning the M.S. in business intelligence and analytics degree. Highlight any education and experience you have with math, statistics, programming, SQL and databases.

Candidates with less than three years of professional, full-time work experience also need to provide a GMAT or GRE score. Visit rockhurst.edu/msbia/apply for further details.



Kansas City's Only Private AACSB Accredited Institution.

For more information on admission requirements or to apply, visit rockhurst.edu/msbia. Questions? Contact the graduate business office at helzberg@rockhurst.edu or 816-501-4632.