

The UNF Master of Science in Business Analytics (MSBA) program combines business and data science to give you the ability to make better decisions.

The UNF MSBA will enable you to become problem solvers who know how to use data to influence decision-making and drive business innovation. This 30-credit hour, 10 course program is part of the Coggin Graduate Program in the Coggin College of Business, which holds AACSB Accreditation.

UNF Coggin College of Business faculty are on the cutting-edge of business intelligence, bringing those insights into the classroom to equip students with the skills needed to maintain a competitive edge. Combined with a network of industry connections and Jacksonville's vast business community, there is no better place than the UNF MSBA to make strides in this high demand profession.

STEM | ONLINE COURSEWORK OPTIONS | 20 MONTHS

PROGRAM ADVANTAGES



Flexibility

3 starts per year giving you the option to start:

- Fall
- Spring
- Summer



Low Cost

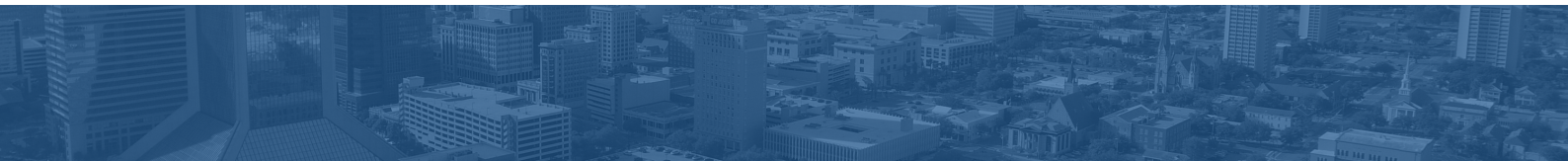
\$14,955.90*



Credibility

AACSB accredited. Knowledgeable and experienced faculty.

*Tuition based on Florida resident rate of \$493.53 per credit hour. Based on Fall 2020 tuition rates. Additional fees may apply. Tuition is subject to change. Tuition value does not include textbooks.



CORE REQUIREMENTS (21 CREDITS)

CAP 6768 Data Analytics
CIS 6283 Programming for Data Science
ISM 6021 Management of IT
ISM 6419 Data Visualization
ISM 6404 Applications of Business Analytics
ECO 6415 Making Decisions with Data
CEN 6940 Computing Practicum

ELECTIVES (9 CREDITS)

SELECT 3 COURSES

MAR 6735 Consumer Analytics
MAR 6726 Digital Marketing Analytics
ECP 6705 Economics of Business Decisions
GEO 6506 Economic Geography and GIS
REE 6146 Real Property Analysis
FIN 6455 Financial Modeling
MAN 6789 Social Media and Business Analytics
MAN 6785 E-Business Strategy
MAN6581 Project Management
MAN6525 Process Management & Quality Improvements
CAP 5771 Data Mining
COP 5716 Data Modeling and Performance
SPM 6008 Foundations of Sports Management
SPM 5308 Marketing and Promotions in Sports

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ADMISSION REQUIREMENTS

- **Bachelors degree** from a regionally accredited institution, with a GPA of a 3.0 or higher in the last 60 credit hours
- **Resume**
- **Prerequisites**
 - Statistics (UNF course equivalent STA 2023, STA 2014)
 - Basic computing course (UNF course equivalent CGS 1050, CGS 1100),
 - General Business course such as management, marketing. (UNF course equivalent MAN 3025, MAR 3203)
- **Test score or waiver**
 - Waiver-
 - A bachelor's degree in a business* or STEM discipline with a 3.0 or higher in your last 60 credit hours of coursework for your 1st Bachelors degree. *Business degrees must be from an AACSB accredited institution. Find out if your school is AACSB accredited (<https://www.aacsb.edu/accreditation/accredited-schools>)
 - 2 years of work experience in business analytics and 3.0 or higher GPA in the last 60 credit hours.
 - Advanced Degree: An advanced degree (defined as at least a Master Degree) from an accredited program at a regionally accredited institution.
 - Test Score- A GMAT or GRE score may be required if you do not meet the above waiver criteria.



APPLICATION CHECKLIST

- **Online Application** and \$30 Application fee
- **Transcripts**- Submit official transcripts from all institutions attended to the Graduate School
- **Test Score/Waiver**- If required submit your GMAT or GRE score. Waivers are automatically applied if you qualify
- **Resume**- Submit a professional resume via your application checklist in myWings.

APPLICATION DEADLINES

Fall (August start): August 1st
Spring (January start): December 1st
Summer (May start): April 15th