BUSINESS DATA ANALYTICS

for the Graduate Concentration in Business Data Analytics

The concentration in Business Data Analytics is designed to develop managers who understand how to leverage data to innovate and make decisions.

The concentration is open to students enrolled in:

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

Admission
Admission to the concentration requires a Graduate Student Request Form submitted to the Department and Graduate College and enrollment in a Gies College of Business graduate program or other graduate approved for the concentration. Admission is limited, and acceptance is considered based on a student's academic standing and space availability.

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This concentration requires twelve graduate hours of Business Data Analytics coursework. Successful completion of the concentration assumes certain knowledge of business and prior coursework.

Admission to the concentration requires the student to submit the appropriate form to the Department and Graduate College and enrollment in a Gies College of Business graduate program or other graduate approved for the concentration. Admission is limited, and acceptance is considered based on a student's academic standing and space availability.

Code	Title	Hours
BADM 554	Enterprise Database Management	4
BDI 513	Data Storytelling	4
FIN 550	Big Data Analytics in Finance for Predictive and Causal Analysis	4

Other Requirements

Requirement	Description
Minimum 500-level Hours Required Overall	4
Minimum GPA	2.75

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1. Identify research questions to be answered by data
   a. Identify and frame the business situation
   b. Specify the problem/question/hypothesis
   c. Plan the analytics approach
2. Source Data
   a. Plan data sourcing activities
   b. Identify Data Sources
   c. Perform data setup, access and preparation
3. Analyze Data
   a. Perform exploratory analysis
   b. Select and apply causal and predictive models
   c. Evaluate and adjust analysis process to answer the research question
4. Interpret/Report Results
   a. Identify research questions to be answered by data
   b. Identify and frame the business situation
   c. Specify the problem/question/hypothesis
   d. Plan the analytics approach
   e. Derive insights from the analysis and create a narrative with visualizations to communicate the recommendations

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Admissions
Graduate College Admissions & Requirements (https://grad.illinois.edu/admissions/apply/)
Gies College Admissions & Requirements (http://catalog.illinois.edu/schools/gies-business/academic-units/)