



Master's Degree Program BUSINESS ADMINISTRATION

Concentration: **Business Intelligence and Analytics Management**

ABOUT THIS DEGREE PROGRAM

The Master of Business Administration program (Master of Business Administration in Management program in New York) blends management theory with real-world applications, emphasizing practical skills and concepts businesses demand from management professionals. Providing a comprehensive business education, the program is designed to enable students to develop management expertise and advance their knowledge and skills in areas such as corporate management, directing cross-disciplinary endeavors and integrating functions across the business enterprise.

BUSINESS INTELLIGENCE AND ANALYTICS MANAGEMENT CONCENTRATION

The Business Intelligence and Analytics Management concentration is designed to prepare graduates with the knowledge and skills to effectively manage, oversee and evaluate analytics tools. Whether you are interested in data management, analysis or development, our program can prepare you with the knowledge and expertise you need in this evolving career field.

Graduates of DeVry University's Keller Graduate School of Management Business Administration program concentrating in Business Intelligence and Analytics Management may consider careers including, but not limited to, the following:

- Big Data Analysis or Management
- Data Management Analysis
- Business Intelligence Analysis or Management
- Marketing Analysis or Management

ACCREDITATION MATTERS

Keller's Master of Business Administration program has achieved voluntary accreditation from the Accreditation Council for Business Schools and Programs (ACBSP, www.acbsp.org), demonstrating that it has met standards of business education that promote teaching excellence.



KNOWLEDGE AND SKILLS

MANAGEMENT THEORY AND PRACTICES

Demonstrate in-depth knowledge of enterprise-wide functions relevant in the global economy.

PROFESSIONAL COMMUNICATION — Demonstrate professional oral and written communication skills through written reports, research projects, business plans and oral presentations.

COLLABORATION — Collaborate effectively with diverse populations in multiple settings.

PROBLEM SOLVING — Analyze information to solve business problems through comprehensive research and use of appropriate technologies.

TECHNOLOGY — Apply analytical tools and applications to develop analyses and solutions to address the needs of global stakeholders.

ANALYTICS TOOLS — Identify and evaluate, based on relative strengths and weaknesses, the appropriate analytical tools needed to solve multidimensional business problems

ANALYTICS MODELING — Construct business analyses and translate the findings to a diverse audience of experts

ANALYTICS STRATEGIES — Explain the strategic implications of applying the techniques of business analytics to support the decision-making of senior level managers in their organization.



TECH PATH

We've put technology at the core of this program. With TechPath, you'll gain a technology foundation through our experiential learning approach and build the applied tech skills that you'll need to function in the tech-driven business world. You'll also work through real-world business scenarios to be better prepared to tackle modern business problems.

ESSENTIALS COURSES

ACCT500*	Essentials in Accounting, Finance and Economics
MATH534*	Applied Managerial Statistics
MGMT501	Organizational Structures and Business Processes

CORE-DEGREE COURSES

ACCT503	Financial Accounting: Managerial Use and Analysis
ECON545	Business Economics
FIN510	Corporate Finance
HRM591	Strategic Human Resource Management
INTL500	Global Perspectives for International Business
MGMT520	Legal, Political and Ethical Dimensions of Business
MGMT591	Leadership and Organizational Behavior
MIS540*	Innovation Through Technology
MKTG525	Strategic Marketing

CONCENTRATION-SPECIFIC COURSES

BIAM500*	Applications of Business Analytics I
BIAM510*	Applications of Business Analytics II
BIAM530*	Developing and Managing Databases for Business Intelligence

CAPSTONE

MGMT601	MBA Capstone
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* Earn your master's and get a Graduate Certificate along the way. These six courses make up the Big Data and Analytics Graduate Certificate, which is embedded in this program, allowing you to leave with two credentials in one.