# Table of Contents

I. Introduction 2

II. Getting Started 3
   - BUSAN Launch Week 3
   - AccessPlus 3
   - ISUCard 3
   - CyMail Account 3
   - Ivy BUSAN Course Registration 3
   - Textbooks 4
   - Academic Advising 4
   - Career Services 4

III. Academic Matters 4
   - Ivy BUSAN Degree Requirements 4
   - Grade Reports 6
   - Employer Tuition Reimbursement and Early Release of Grades 6
   - BUSAN Transfer Credits 6

IV. Progressing through the BUSAN 6
   - Academic Progress 6
   - Degree Completion 7
   - Program of Study 7
   - Graduation Procedures 7
   - Commencement 7

V. Student Rights and Responsibilities 8
   - Class Attendance and Punctuality 8
   - Teamwork 8
   - Academic Integrity 8
   - Plagiarism 8
   - Professionalism 9
   - Academic Grievance Procedures (Grades and Instruction) 9
   - Discrimination and Harassment Policy 10

VI. Administration and Contact Information 11
I. Introduction

The Ivy College of Business at Iowa State University launched the Master of Business Analytics (BUSAN) in 2015 as a part-time blended program. While most of the program is delivered online, students get acquainted with each other and the faculty through two, one-week residencies on the Ames campus.

The program is an interdisciplinary graduate program for employed professionals that addresses the challenges of dealing with data analytics and business intelligence in the “Big Data” environment. This unique, blended program draws from several of Iowa State’s leading educational fields in science and technology including Computer Science, Electrical and Computer Engineering, Statistics, and Industrial and Manufacturing Systems Engineering.

The program provides a foundation in data analytics, project management, statistical and predictive modeling, consumer sentiment analysis, knowledge discovery, analytical reporting, segmentation analysis, and data visualization. The customized, capstone team project allows for focused training in areas such as fraud detection, risk management, text mining, and process improvement.

Students begin the 21-month program in the summer with a one-week, on campus, business analytics overview course. Students revisit the campus at the midway point, and at the end of the program. The remainder of the coursework is delivered online.

The learning goals of the Iowa State Ivy BUSAN program are to:

- Understand and apply quantitative modeling techniques
- Design cross-functional solutions for business problems
- Evaluate data analytic methods and technologies
- Develop skills in modeling and quantifying in unstructured or new environments
- Develop team and project management skills in a Big Data context
- Communicate analytical findings effectively orally and in writing
- Develop critical business analytics leadership skills

We welcome you to the Iowa State University Ivy BUSAN program. We are absolutely committed to providing you with a rewarding and valuable educational experience.
II. Getting Started

Ivy BUSAN Launch Week

For new BUSAN students, the Ivy BUSAN experience begins with launch week. During launch week, you take your first course, MIS 547, Teams, Projects, and BA Leadership. Faculty and program staff will be introduced, and social events designed to help you become acquainted with the Ivy BUSAN faculty, staff, and your classmates will assist with your transition into the BUSAN program.

AccessPlus

Iowa State University’s AccessPlus https://accessplus.iastate.edu/frontdoor/login.jsp is a personalized, secure university information online resource that provides accessibility to confidential student information. You can register for classes and access your class schedule, order textbooks, view your university bill and financial aid information, obtain a grade report and an unofficial transcript, update your student information including address changes, etc. You can login into AccessPlus using your student ID number or Social Security number. You will receive a temporary login password with your admissions letter from Iowa State University.

ISUCard

As the BUSAN program is considered a distance program, you do not need an ISU student identification (ID) card. However, if you would like one, you can obtain your card at the ISUCard Office located in 0530 Beardshear Hall. www.isucard.iastate.edu

CyMail Account

CyMail is Iowa State University's implementation of Google's Gmail system for students. It provides e-mail, calendaring, file sharing, and storage in an integrated environment.

E-mail is the primary means by which both the Ivy BUSAN faculty and staff communicate with you outside the classroom. It is therefore important that you set up a CyMail account at the beginning of your first semester.

CyMail accounts can be set up online at: https://asw.iastate.edu/cgi-bin/acropolis/register. (You will need your student identification number.)

You can access your CyMail at: https://weblogin.iastate.edu/cgi-bin/index.cgi

Visit www.it.iastate.edu/services/cymail for instructions on setting up CyMail on your mobile device and/or forwarding e-mail messages to another account.

Ivy BUSAN Course Registration

The Ivy Graduate Programs Office staff registers all new Ivy BUSAN students for their initial courses starting in launch week. All BUSAN students are responsible for registering for their elective coursework via AccessPlus.
Textbooks

Textbooks and case packets for BUSAN classes can be ordered through University Book Store by logging into AccessPlus or via the book store website: www.isubookstore.com.

Academic Advising

The Director of Graduate Education (DOGE) serves as the academic adviser for BUSAN students. Most academic questions and inquiries should first be directed to the DOGE. Questions about launch week and on-campus courses can be directed to the staff in the Graduate Programs Office.

Career Services

Graduate Business Career Services (GBCS) is available to BUSAN students for questions about career growth and development.

Visit the Graduate Business Career Services website to learn more about the services offered; https://www.ivybusiness.iastate.edu/masters/graduate-career-services/

III. Academic Matters

Ivy BUSAN Degree Requirements

The Ivy BUSAN requires a minimum of 30 credit hours consisting of six required, core courses (18 credits) and four elective courses (12 credits). Subjects covered in the BUSAN core include Teams, Projects, and BA Leadership, Business Analytics Foundation, Applied Statistical Modeling, Marketing Analytics with Big Data, Advanced Business Analytics, and the Business Analytics Capstone Project.

Waiver of Iowa State BUSAN core courses is rare requiring special permission from the DOGE. A waived core course requires a replacement elective with the equivalent credit hours.

The BUSAN core curriculum is taught in a sequential series of pedagogical building blocks forming a solid foundation of business analytics knowledge and skills. The first course, MIS 547, Teams, Projects, and BA Leadership is taught on campus in an intense, week-long format. Students then take two, online courses in the Fall term. Students take two more online courses in the Spring term. Students return to campus in the summer for the next one-week intensive course. Students then take their remaining courses online.

Required Core Courses (18 credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Number of Credits</th>
<th>Delivery Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 547: Teams, Projects, and BA Leadership</td>
<td>3</td>
<td>On-Campus</td>
</tr>
<tr>
<td>MIS 536: Business Analytics Foundation</td>
<td>3</td>
<td>Online</td>
</tr>
<tr>
<td>STAT 526: Applied Statistical Modeling</td>
<td>3</td>
<td>Online</td>
</tr>
<tr>
<td>MKT 552: Marketing Analytics with Big Data</td>
<td>3</td>
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</tr>
<tr>
<td>MIS 546: Advanced Business Analytics</td>
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</table>
MIS 556: Business Analytics Capstone Project 3 On-Campus

Sample Elective Courses (12 credits)

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>IE 583: Knowledge Discovery and Data Mining</td>
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<td>Online</td>
</tr>
<tr>
<td>STAT 528: Data Analytics and Visualization</td>
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<td>Online</td>
</tr>
<tr>
<td>STAT 451: Applied Time Series (Forecasting)</td>
<td>3</td>
<td>Online</td>
</tr>
<tr>
<td>Com S 535: Algorithms for Large Data Sets: Theory and Practice</td>
<td>3</td>
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</tr>
<tr>
<td>STAT 527: Applied Modern Multivariate Statistical Learning</td>
<td>3</td>
<td>Online</td>
</tr>
<tr>
<td>MIS 544: Social Media Analytics</td>
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<td>Online</td>
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</table>

Recommended Course Sequence

<table>
<thead>
<tr>
<th>Summer Year 1</th>
<th>Course</th>
<th>Credits</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MIS 547: Teams, Projects, and BA Leadership</td>
<td>3</td>
<td>On-Campus Late July –Early August</td>
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</table>

<table>
<thead>
<tr>
<th>Fall Year 1</th>
<th>Course</th>
<th>Credits</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>MIS 536: Business Analytics Foundation</td>
<td>3</td>
<td>Online</td>
</tr>
<tr>
<td></td>
<td>STAT 526: Applied Statistical Modeling</td>
<td>3</td>
<td>Online</td>
</tr>
</tbody>
</table>

<table>
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<tr>
<td></td>
<td>MIS 546: Advanced Business Analytics</td>
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<td>Online</td>
</tr>
<tr>
<td></td>
<td>Elective (see list)</td>
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<td>3</td>
<td>On-Campus Late July –Early August</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Fall Year 2</th>
<th>Course</th>
<th>Credits</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Elective (see list)</td>
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<td>Online</td>
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</table>

<table>
<thead>
<tr>
<th>Spring Year 2</th>
<th>Course</th>
<th>Credits</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MIS 556: Business Analytics Capstone Project</td>
<td>3</td>
<td>Online</td>
</tr>
<tr>
<td></td>
<td>Elective (see list)</td>
<td>3</td>
<td>Online</td>
</tr>
</tbody>
</table>

| Total |                                             | 30      |          |

BUSAN students may also add a Graduate Certificate to their study plan. The Ivy College of Business offers Graduate Certificates in Enterprise Cybersecurity Management, Entrepreneurship and Innovation, Finance, and Supply Chain Management. Ivy Graduate Certificates require 12 credits. Please contact the DOGE to see if any graduate certificate courses can be applied towards BUSAN elective credits.
Students need to work closely with the DOGE to develop a study plan and to assure degree requirements are being met.

**Grade Reports**

Semester grades typically become available one week following the end of each term. Students can obtain final grades reports on AccessPlus.

**Employer Tuition Reimbursement and Early Release of Grades**

BUSAN students participating in an employer tuition reimbursement program may request an early grade confirmation letter for their BUSAN core courses from the Ivy Graduate Programs Office. Students enrolled in elective courses will need to contact their course instructor(s) and request that final grade(s) be reported to the Ivy Graduate Programs Office before an early grade confirmation letter can be prepared.

**BUSAN Transfer Credits**

Transfer of BUSAN course credits from other academic institutions to the Ivy BUSAN is limited and requires approval to be included on a student’s study plan. The university must have AACSB accreditation in order for transfer credit to be considered. The length of time since the requested transfer courses were taken is also a factor.

A final course grade of “B” or higher must be received on all transfer coursework. An official graduate transcript from the institution from which transfer credit has been approved must be submitted to the Ivy Graduate Programs Office.

**IV. Progressing through the BUSAN**

**Academic Progress**

Ivy BUSAN students are expected to make satisfactory academic progress during their graduate business studies. Students are placed on academic probation if their cumulative GPA falls below 3.00, and a hold is placed on future class registrations. BUSAN students on academic probation must consult with the DOGE to develop a plan for academic improvement and receive permission for continued enrollment in the program.

BUSAN students must complete all courses listed on their program of study with at least a C grade in each course and have achieved a minimum cumulative GPA of 3.00 in order to graduate.
Degree Completion

Ivy BUSAN students are expected to complete their programs in a timely manner. Students enrolled in the BUSAN program are expected to complete the program requirements in two academic years or 21 months.

Students who plan to extend their studies beyond two academic years must submit a request in writing explaining the rationale for the extension and their expected date of graduation. This request should be made to the DOGE.

Program of Study

Ivy BUSAN students must complete a program of study/committee (POSC) form no later than the semester prior to the expected term of graduation. The POSC lists the courses taken (or will be taken), credit hours, and grades earned to date to fulfill the BUSAN degree requirements. The POSC is reviewed by the DOGE to ensure degree requirements have been met. Modifications to the POSC are possible even after it has been reviewed and approved by the Ivy Graduate Programs Office. The POSC form can be found on AccessPlus.

A delay in graduation will occur if the POSC is not forwarded for final approval to the Iowa State University Graduate College by the specified deadline date so timely submission to the Ivy Graduate Programs Office is very important.

Ivy BUSAN students who have questions about their POSC should consult with the DOGE.

Graduation Procedures

The Application for Graduation is due by the end of the first week of the semester you plan to graduate. Your POSC must be approved before submitting an Application for Graduation. The graduation application can be found on AccessPlus.

Commencement

Graduation is a time of celebration of your academic accomplishments so participation in commencement ceremonies is highly encouraged.

A University graduate commencement ceremony takes place at the end of the fall and spring semesters. Iowa State University does not hold commencement ceremonies in the summer. However, summer graduates may participate in either the previous spring or following fall university commencements.

The Ivy College of Business also holds a convocation ceremony at that end of the fall and spring semesters for bachelor’s, master’s, and doctoral graduates.

Ivy BUSAN graduates must make their own arrangements for the purchase of the appropriate graduation regalia (i.e., cap & gown, tassel, hood) well in advance of university commencement. Graduation regalia can be purchased at the University Book Store. The Ivy Graduate Programs Office has a limited number of master’s graduation hoods which are loaned to graduates on a first-come, first-served basis.
Diplomas are mailed approximately three weeks after graduation to the mailing address information through your AccessPlus account. You may also arrange to pick up your diploma instead in the Graduation Office, 210 Enrollment Services Center.

V. Student Rights and Responsibilities

Class Attendance and Punctuality

Ivy BUSAN students are expected to attend all scheduled in-person class meetings and to arrive for class in a timely manner. Each faculty member sets his or her policy with respect to class attendance, and excused absences are handled between the instructor and you. An excused absence should be arranged prior to the expected missed class, if at all possible. If an emergency situation or illness arises which prevents prior notification, inform the faculty of the reason for the missed class as soon as it becomes feasible. In all cases, communication with the faculty is essential.

Online courses are typically delivered in modules that are released throughout the semester. Due to the teamwork component of many online courses, most online courses cannot be completed during a very short period of time, such as all at once at the start or end of the semester. It is the student’s responsibility to track all deadlines and manage their study and work time appropriately.

Teamwork

Teamwork is an integral part of the Ivy BUSAN experience. Different instructors may handle teams in different manners. Please be aware that some elective courses may be taken by graduate students from across campus. Ivy BUSAN students are expected to be an active, contributing member of the team.

Academic Integrity

Academic integrity might best be defined, quite simply, as doing one's own academic work without unauthorized assistance from other persons or resources. More specifically, academic integrity means that students take their coursework seriously and place significant value on learning and engagement in the classroom and while completing assignments and projects.

Visit the Iowa State University Dean of Students Office website for more information about student conduct: www.studentconduct.dso.iastate.edu/academic-misconduct/armstu

Alleged academic misconduct is subject to Student Disciplinary Regulations: www.policy.iastate.edu/policy/SDR

Plagiarism


“Simply put, plagiarism is making use of other people's ideas, words, creative works and expressions without giving credit or otherwise listing the source of the information. Plagiarism is
stealing. Plagiarism is also misrepresentation, and includes handing in someone else’s work, ideas, or answers as your own. Regardless of whether it happens inadvertently through sloppy research or on purpose through unethical behavior, it is plagiarism just the same and the person plagiarizing will be held liable.”

Best practices for avoiding plagiarism can be found on the above-referenced website.

Professionalism

Ivy BUSAN students are expected to conduct themselves in a manner that upholds high standards of professionalism. These standards must provide a foundation for your actions inside and outside the classroom. Students committing unprofessional or unethical acts, whether from carelessness, ignorance, or malice, quickly lose the respect of their peers and others.

If you witness unprofessional or unethical acts, you should first address the issue with the individual(s) involved. Acts of a serious nature must be discussed with the DOGE or the Associate Dean for Professional Masters Programs. In all cases, prompt attention to the issue at hand is desired in order to maintain the cohesiveness of the Ivy BUSAN student body and the integrity of the program.

Academic Grievance Procedures (Grades and Instruction)
Source: Graduate College Handbook, sec. 9.5.1

If a graduate student contends that a faculty member, in his or her academic capacity as a course instructor, has behaved unfairly or unprofessionally, a grievance may be reviewed through the procedure described below. This procedure may not be invoked more than one year following completion of the course. An appeal of a course grade must be initiated by midterm of the semester following the student’s completion of the course.

- If the dispute or perceived violation does not directly involve the graduate student’s major professor, the graduate student is encouraged to contact his or her major professor.
- The graduate student may contact the Graduate and Professional Student Senate (GPSS) by contacting the senator representing the student’s academic unit or the GPSS president. The GPSS will represent the best interests of the student and may serve as a liaison between the student and the appropriate University administration and offices.
- The graduate student may contact Student Assistance staff within the Dean of Student’s Office.
- Students may contact the Dean of the Graduate College to pursue informal dispute resolution.
- Graduate students are encouraged to contact the Ombuds Office for unbiased and neutral assessment for informal resolution of a dispute.
- Concerns of discrimination, harassment, and/or sexual misconduct do not fall within these procedures, and instead should be reported to the Office of Equal Opportunity as soon as possible.
Before initiating a formal appeal, the student may wish to discuss the situation informally with a staff member of the Dean of Students Office for advice on how to deal most effectively with the problem.

Academic grievances should be resolved, if at all possible, with the individual instructor involved. If a resolution cannot be reached, the student should discuss the grievance with the instructor’s department chair and submit it in writing to him or her. The department chair will discuss the grievance with the instructor involved and/or refer it to a department grievance committee. The department chair should respond in writing to the student within five class days.

If a resolution of the grievance cannot be made with the department chair, the student may appeal in writing to the dean of the instructor’s college. In cases involving Graduate College policy or procedure, the appeal should be made to the Dean of the Graduate College. The dean will hear the explanations of the department chair and instructor and should respond in writing within ten class days of receipt of the written notice of appeal.

If the grievance cannot be resolved with the dean, the student may forward a written appeal to the Provost, who will convene a quorum of the Committee to Review Student Grievances to hear the appeal within ten class days. Within five class days following the hearing, the Provost will make a decision regarding the grievance and transmit this decision to the student, dean, department chair, and instructor involved. An appeal of the decision of the Provost may be made to the President of the University.

The time limit specified at each level may be extended by mutual agreement of all parties concerned.

**Discrimination and Harassment Policy**

The university’s policy on discrimination and harassment states, in part, “*Respect is the foundation for interchange of ideas, for learning and for working toward common goals. Consequently, Iowa State University is committed to assuring that its programs are free from prohibited discrimination and harassment based upon race, ethnicity, sex, pregnancy, color, religion, national origin, physical or mental disability, age (40 and over), marital status, sexual orientation, gender identity, genetic information, status as a U.S. veteran (disabled, Vietnam, or other), or any other status protected by university policy or local, state, or federal law. Discrimination and harassment impede the realization of the university’s mission of distinction in education, scholarship, and service, and diminish the whole community.*”

A complete text of Iowa State University discrimination and harassment policy can be found at: [www.policy.iastate.edu/policy/discrimination/#Statement](http://www.policy.iastate.edu/policy/discrimination/#Statement).
VI. Administration and Contact Information

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Record Analyst  
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1360 Gerdin Business Building  
515-294-5133
### Master of Business Analytics
#### Program Guide Sheet

**Year 1: August Intensive Week**

<table>
<thead>
<tr>
<th>Course</th>
<th>Timing</th>
<th>Delivery Method</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MIS 547: Teams, Projects, and BA Leadership</td>
<td>one-week</td>
<td>On-campus</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
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**Year 1: Fall**

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<tbody>
<tr>
<td>STAT 526: Applied Statistical Modeling</td>
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<tr>
<td>MIS 536: Business Analytics Foundation</td>
<td>16 weeks</td>
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<td><strong>TOTAL</strong></td>
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**Year 1: Spring**

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<tr>
<td>MIS 546: Advanced Business Analytics</td>
<td>16 weeks</td>
<td>Online</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>16 weeks</td>
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<tr>
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**Year 2: August Intensive Week**

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<td>3</td>
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<tr>
<td><strong>TOTAL</strong></td>
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**Year 2: Fall**

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<tr>
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**Year 2: Spring**

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<th>Timing</th>
<th>Delivery Method</th>
<th>Credits</th>
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<tbody>
<tr>
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<td>On-campus</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>variable</td>
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<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

**Program Notes**

- Total Credits: 30
- Six required core courses and four elective courses
- Seven courses are delivered online, asynchronously
- Three core courses are taught in a one-week, campus residency format

Students begin the 21 month program in the summer with a one-week, on campus business analytics overview course.

Students revisit the campus at the midway point, and at the end of the program. The remainder of the coursework is delivered online.