

# Business Administration

with a concentration in Business Intelligence/Analytics

MASTER

**NSU**  
Florida

H. Wayne Huizenga College of  
Business and Entrepreneurship  
NOVA SOUTHEASTERN  
UNIVERSITY

## At a Glance

### PROGRAM FEATURES

- 40–49 credit hours depending on undergraduate coursework
- 21–24 months
- Program begins five times annually with starts in January, March, May, August, and October.

### PROGRAM FORMATS

- M.B.A. core courses are offered days and evenings at the Fort Lauderdale/Davie Campus and online.
- Business Intelligence/Analytics courses are offered evenings at the Fort Lauderdale/Davie Campus and online.

Learn More  
[business.nova.edu](http://business.nova.edu)

## M.B.A. with a concentration in Business Intelligence/Analytics

Information is the lifeblood of every company, as is the ability to identify, gather, store, extract, and analyze the data from different sources. Big data analytics has gained prominence in several industries and business managers plan to use information as a strategic resource and align information strategy with the business strategy to remain competitive. Business intelligence and analytics (BIA) use a variety of systems, methods, and techniques to transform these facts and figures into useful information and knowledge that can then be used as a catalyst for constructive decision making, cutting costs, improving operations, and identifying new business opportunities. With an M.B.A. in Business Intelligence/Analytics, you will make an immediate and valuable contribution to any company, with exceptional proficiency in business modeling, database systems, data warehousing, data mining, benchmarking, assessing and prioritizing BIA projects, and improvement of business processes.



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## 2018–2019 CURRICULUM

<b>M.B.A. Core Courses (22–31 credits)</b>			<b>Credits</b>
ACT	5001	Introductory Accounting*	3
ACT	5140	Accounting for Decision Makers	3
FIN	5008	Business Finance**	3
FIN	5130	Financial Management	3
ISM	5150	Information Systems Strategy and Data Management	3
MGT	5001	Developing Academic and Career Success	1
MGT	5105	Managing Organizational Behavior in a Dynamic and Complex World	3
MGT	5170	Applying Strategy for Managers	3
MKT	5125	Marketing Decisions for Managers	3
QNT	5000	Foundations of Business Statistics**	3
QNT	5160	Data Driven Decision Making	3

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of *C* has been completed in the past 10 years.

\*\* Waivers will only be considered when an equivalent course with a grade of *B-* has been completed in the past 5 years.

<b>Business Intelligence/Analytics Concentration Courses (18 credits)</b>			<b>Credits</b>
QNT	5470	Data Analytics for Business Management	3
QNT	5475	Data Management	3
QNT	5480	Business Intelligence and Data Warehousing	3
QNT	5485	Data Mining and Predictive Analytics	3
QNT	5495	Advanced Data Analytics for Business Management	3
Open elective—any course in HCBE excluding ACT, CHS, PUB, and TXX prefixes.			3

This publication should not be viewed as a substitution for official program requirements and outcomes. A student is responsible for meeting the curriculum and program requirements in the *Graduate Student Catalog* that are in effect when the student enters the program.

Nova Southeastern University admits students of any race, color, sexual orientation, gender, gender identity, military service, veteran status, and national or ethnic origin. ■ Nova Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate's, baccalaureate, master's, educational specialist, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Nova Southeastern University. 05-046-18\_24PGA

## Enrollment Services

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