

# Business Administration

with a major in Business Intelligence/Analytics

MASTER

NOVA SOUTHEASTERN  
UNIVERSITY

**NSU**  
Florida

## Program Features

- 37 credit hours graduate degree program
- 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, Miami Campus, and online.
- Business Intelligence/Analytics courses are offered evenings at the Fort Lauderdale/Davie Campus and online.

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



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

You're ready to prove that you can help any business grow. But in order to get started, you need to master how to identify, transform, and communicate big data in compelling ways that key stakeholders will understand. A program that gives you a competitive advantage will put you on the path to success.

The M.B.A. with a major in Business Intelligence/Analytics will give you a foundation in advanced business administration while focusing on the science of business modeling, database systems, data warehousing, data mining, and benchmarking. You'll learn from Fortune 500 business executives and other industry leaders who can provide insights and leadership, while you do hands-on work on real-world projects. You'll develop the skills to help you drive stronger decision making, lower cost, optimize operations, and develop new and successful business opportunities.

By learning how to align information strategy with business strategy, you'll become a valued member at any organization and grow your career as a leader.



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### 2020–2021 Curriculum

<b>M.B.A. Core Courses</b> (22–31 credits)			Credits	<b>Business Intelligence/Analytics Major Courses</b> (15 credits)			Credits
ACT	5001	Introductory Accounting*	3	QNT	5471	Digital Transformation and Analytics Strategy	3
ACT	5140	Accounting for Decision Makers	3	QNT	5476	Data Management and Business Intelligence	3
FIN	5008	Business Finance*	3	QNT	5485	Data Mining and Predictive Analytics Fundamentals	3
FIN	5130	Financial Management	3	Open elective—any course in HCBE excluding CHS prefix			3
ISM	5150	Information Strategy for Digital Transformation	3	<i>Choose one from the following.</i>			
MGT	5001	Developing Academic and Career Success	1	MKT	5255	Marketing Analytics	3
MGT	5105	Managing Organizational Behavior in a Dynamic and Complex World	3	PIM	5455	Project Management	3
MGT	5170	Applying Strategy for Managers	3	SCM	5421	Supply Chain Information Systems	3
MKT	5125	Marketing Decisions for Managers	3				
QNT	5000	Foundations of Business Statistics*	3				
QNT	5160	Analytical Modeling for 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.

#### Yearly Earning Potential

Data Modeling Analyst | \$101,144

Business Intelligence Director | \$158,073

Business Analytics Director | \$148,270

Source: *salary.com*

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. 06-052-19\_05NOM

#### Enrollment Services

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Florida

H. Wayne Huizenga College of  
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NOVA SOUTHEASTERN  
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