MASTER OF BUSINESS ANALYTICS (MBAN)

The Master of Business Analytics (MBAN) program is designed to meet the growing need for talented data analytics professionals with the skills and advanced applied knowledge to develop, evaluate, refine, and implement analytics applications to drive business innovation and success.

The program integrates and emphasizes the following:

- Data analytics skill development including descriptive data analytics, predictive analytics, and prescriptive analytics;
- Business fundamentals and managerial practice;
- Programing skills and computer languages;
- Data governance, security, and privacy;
- Ethics, evidence-based management, and responsible research.

Admission Requirements

This program follows the general admission requirements and procedures of the Faculty of Graduate Studies and Research as outlined in the Graduate Studies Academic calendar, with the following additional requirements and procedures:

1. Because the nature of the program requires strong math skills, applicants should hold an undergraduate degree from an accredited university with strength in mathematics, business or commerce, computer science, economics, engineering or science - including at least one mathematics or statistics course that covers hypothesis testing, linear regression, and their applications.
2. Relevant work experience is desired.
3. Submit three recommendation forms, with at least one being from an academic referee.
4. An interview may be required for further assessment, so applicants must agree to a virtual or in-person interview. The program will contact applicants if this required.
5. Have an undergraduate degree with at least a "B" average and attained a minimum grade point average (GPA) of at least a 3.0 out of 4.3 in the candidate's final sixty (60) credit hours taken at university.
6. A transcript from each post-secondary institution where courses or programs were taken. These include completed or incomplete degrees or diplomas, upgrading courses and professional certificates. Upon acceptance, official transcripts must be sent directly by the institution issuing the transcript and not by the applicant.
7. Applicants will submit an up-to-date curriculum vitae, including relevant working experiences.
8. Applicants to this program, whose first language is not English, must demonstrate their English language proficiency as outlined in Graduate Academic Regulation 1e (https://smu-ca-public.courseleaf.com/graduate/academic-regulations/admissions/) with the following additional requirement;
   a. a TOEFL (iBT) score of at least 100 with no band below 20; or
   b. an IELTS score of at least 7.0, with no band below 6.5.

Program Requirements

MBAN is a 42-credit hour program that can be completed in 16 months of full-time study (4 semesters). The program consists of 8 required courses, 4 elective courses and 1 of 3 experiential learning options: Consulting, Research, or Internship. A longitudinal Professional Development course, MBAN 6010 (non-credit, mandatory), will ensure that students have the professional skills necessary for success in their chosen career.

Code	Title	Credit Hours
Core Courses		**24**
MBAN 5501	Business Fundamentals	
MBAN 5502	Fundamentals of Programming and Database Management	
MBAN 5520	Statistics and Predictive Modeling	
MBAN 5540	Prescriptive Analytics and Optimization	
MBAN 5550	Enterprise Data Management and Strategy	
MBAN 5560	Machine Learning and Artificial Intelligence	
MBAN 5570	Accounting and Financial Analytics	
MBAN 6010	Professional Development	
MBAN 6600	Analytics in Action	
Select twelve (12) credit hours from the following electives:		**12**
MBAN 5510	Foundation of Professional Analytics	
MBAN 5530	Ethics and Governance for Analytics	
MBAN 5580	Marketing Analytics	
MBAN 5610	People Analytics and Leadership	
MBAN 5620	Operations and Supply Chain Analytics	
MBAN 5890-5899	Special Topics in Business Analytics	
Select one of the following:		**6**
Consulting Stream:		
MBAN 6610	Major Consulting Project	
Research Stream:		
MBAN 6620	Work-integrated Learning Project	
Internship Stream:		
MBAN 6630	Major Research Project (MRP)	
Total Credit Hours		**42**