

University of  
La Verne

# CATALOG

2020–2021

# ADDENDUM



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Master of Science In Data Analytics .....2-3

## Master of Science in Data Analytics

Program Length: 2.0 years

**Program Director:** Jonathan Lee

### **Mission:**

The mission of the M.S. in Data Analytics is to provide students with a comprehensive understanding of generating business intelligence and the ability to analyze big data to address today's emerging management issues.

**Learning Goals:** Students in the M.S. in Data Analytics should develop:

- The ability to utilize a holistic view of business analytics from both company and consumers' point of view.
- Business problem solving and decision-making skills in a changing environment.
- A conceptual and practical knowledge of how to develop performance measurement tools and assess marketing return on investment.
- Skills to build a predictive model to see how digital analytics and Big Data can be used for market predictions.
- A basic understanding of key Big Data technologies and the development of Big Data strategy within a corporation.
- Solid interpersonal, communication, and teamwork skills.
- A commitment to ethical and socially responsible marketing practices.

### **Degree Requirements:**

#### **Foundation Courses 0-6 semester hours**

The foundation courses a student must fulfill are determined by a review of the students undergraduate coursework and professional experience. If foundation courses are needed, they should be among the first courses taken.

MDA 500	Statistics and Linear Algebra	(3)
BUS 500F	Business Marketing	(3)

#### **Total Program: 36 semester hours**

#### **Core Courses: 15semester hours**

MDA 501	SAS Programming Essentials	(3)
MDA 502	Multivariate Statistical Analysis	(3)
BUS 510	Management of Information Technology	(3)
MDA 503	Data Mining and Predictive Analytics	(3)
MDA 504	Data Mining and Predictive Analytics II	(3)

#### **Concentrations: 18 semester hours**

Students in this program must select one of the two available concentrations.

#### **Marketing Analytics Concentration:**

BUS 560	Seminar in Marketing Management	(3)
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MDA 561	Theory and Practice of Consumer Behavior	(3)
MDA 564	Marketing Research Methods	(3)
MDA 565	Digital Marketing and Social Media Analytics	(3)
MDA 568	Experimental Design and Market Testing	(3)
MDA 569	Marketing Analytics	(3)

**Supply Chain Management Analytics Concentration:**

BUS 575	Analysis of Business Operations	(3)
BUS 576	Supply Chain Management and Strategy	(3)
BUS 512	Integrated Data Management	(3)
MDA 572	Problem Solving Methodologies	(3)
MDA 573	Analytics in Operations and Planning	(3)
MDA 579	Analytics in Logistics Management and Sourcing	(3)

**Culminating Activity:**

MDA 580:	Analytics Graduate Seminar	(3)
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