EXPAND YOUR CAREER POTENTIAL

Gain high-demand business analytics skills at UW–Madison

The Master of Science-Business: Operations and Technology Management: Business Analytics degree gives you skills to harness the power of data to address complex questions. You’ll be equipped to contribute strategic insights and actionable recommendations in any industry—whether you have business experience or want to complement a nonbusiness background with targeted expertise.

Seize opportunities in the fast-growing data-to-decision field

This immersive business analytics master’s program develops skills valued across all industries, including communication, leadership, and critical thinking in addition to focused expertise leveraging analytics tools and concepts.

- Two semesters
- High market demand
- No work experience required
- In-person learning
- Site visits for business application demonstrations
- STEM-designated MS degree
LEADING-EDGE CURRICULUM, EXPERIENTIAL FORMAT

The program curriculum is informed and taught in person by industry experts and world-renowned faculty. It includes nine leading-edge business analytics courses plus analytics electives from various industry-specific fields like marketing, supply chain, and management.

This program delivers a STEM-designated business analytics master’s degree, which benefits international students and their ability to work in the United States upon graduation.

Fall semester classes

- Statistics and Programming Boot Camp
- Data Visualization
- Project Management
- Data Technology
- Machine Learning
- Experimentation and Causal Analysis
- Prescriptive Modeling and Optimization

Spring semester classes

- Analytics Consulting Practicum
- Current Topics in Business Analytics
- Three elective courses

With this business analytics master’s, launch your career in positions such as:

- Business Analytics Specialist
- Strategy and Analytics Manager
- Senior Business Intelligence Analyst
- Insights and Analytics Associate
- Marketing Effectiveness Analyst
- Operations Data Analyst
- Finance Analysis Specialist
- Digital Marketing Analyst
- Tableau Business Analyst/Tableau Visualization Analyst
- Business Analytical Consultant
- Business Analytics Developer
- Statistician Business Analyst

“This exciting degree provides a deep dive into data analytics with a foundation of technical skills and applicable knowledge. Young professionals can impact business and quickly advance in their careers.”

—Dale Nitschke (BBA ’84), Managing Partner, Ovative Group (a digital analytics consulting company)

“If you’re curious about data and about why people do what they do, I’d love to talk with you about how this program will equip you to answer questions and tell stories with data.”

—Kristin Branch, Director, Business Analytics

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To learn more about the program and to apply, reach out to us:

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