

BUSINESS ANALYTICS AND PROJECT MANAGEMENT (MS)

The Master of Science in Business Analytics and Project Management (MSBAPM) is designed to meet the growing demand for professionals who can harness advanced business analytics and project management skills to address existing business problems and create new opportunities for small to global enterprises in information-rich environments. Students must complete 37 credits to fulfill all degree requirements. The program features hybrid course delivery that combines face-to-face and online sessions, and can be completed on a full-time or part-time basis. The curriculum is aligned with professional examinations leading to certification and accreditation by the SAS Institute and the Project Management Institute.

Requirements

| Course | Title | Credits |
|-------------------------------------|---|---------|
| Required Courses | | |
| OPIM 5270 | Introduction to Project Management | 3 |
| OPIM 5272 | Data Management and Business Process Modeling | 3 |
| OPIM 5601 | Technical Communications in Business Analytics and Project Management | 1 |
| OPIM 5603 | Statistics in Business Analytics | 3 |
| OPIM 5604 | Predictive Modeling | 3 |
| OPIM 5641 | Business Decision Modeling | 3 |
| OPIM 5668 | Agile Project Management and Methodologies | 3 |
| OPIM 5671 | Data Mining and Time Series Forecasting | 3 |
| OPIM 5770 | Advanced Business Analytics and Project Management | 3 |
| Approved Electives | | |
| Select 12 credits of the following: | | 12 |
| MENT 5620 | Project Leadership and Communication | |
| OPIM 5110 | Operations Management | |
| OPIM 5111 | Supply Chain Analytics | |
| OPIM 5112 | Strategic Sourcing | |
| OPIM 5113 | Distribution and Logistics | |
| OPIM 5114 | Sustainable Supply Chain Management: Strategies for Environmental and Social Responsibility | |
| OPIM 5115 | Supply Chain Finance | |
| OPIM 5500 | Field Study Internship | |
| OPIM 5501 | Visual Analytics | |
| OPIM 5502 | Big Data Analytics with Cloud Computing | |
| OPIM 5504 | Adaptive Business Intelligence | |
| OPIM 5505 | Analytical Consulting for Financial Services | |
| OPIM 5508 | Healthcare Analytics and Research Methods | |
| OPIM 5509 | Introduction to Deep Learning | |
| OPIM 5510 | Web Analytics | |
| OPIM 5511 | Survival Analysis with SAS | |
| OPIM 5512 | Data Science using Python | |
| OPIM 5894 | Special Topics | |

Approved graduate level (5000 or above) MKTG, MENT, or FNCE courses

Total Credits 37

Concentrations

If the electives that a student chooses fulfill the requirements of a concentration listed below, the student's transcript will list the concentration in addition to the MSBAPM degree. The concentrations are optional, and students do not have to do any concentration if they choose not to. Substitutions to the courses that fulfill the requirements of the concentrations can be approved by the OPIM department head in consultation with other departments, as necessary.

Business Data Science Concentration

| Course | Title | Credits |
|--------------------------------|---|----------|
| Select three of the following: | | |
| OPIM 5501 | Visual Analytics | 9 |
| OPIM 5502 | Big Data Analytics with Cloud Computing | |
| OPIM 5504 | Adaptive Business Intelligence | |
| OPIM 5509 | Introduction to Deep Learning | |
| OPIM 5511 | Survival Analysis with SAS | |
| OPIM 5512 | Data Science using Python | |
| Total Credits | | 9 |

Marketing Analytics Concentration

| Course | Title | Credits |
|------------------------------|-------------------------------------|----------|
| MKTG 5115 | Marketing Management | 3 |
| Select two of the following: | | |
| MKTG 5220 | Big Data and Strategic Marketing | 6 |
| MKTG 5250 | Marketing Research and Intelligence | |
| MKTG 5251 | Marketing and Digital Analytics | |
| MKTG 5665 | Digital Marketing | |
| OPIM 5510 | Web Analytics | |
| Total Credits | | 9 |

Supply Chain Analytics Concentration

| Course | Title | Credits |
|--------------------------------|----------------------------|----------|
| Select three of the following: | | |
| OPIM 5110 | Operations Management | 9 |
| OPIM 5111 | Supply Chain Analytics | |
| OPIM 5112 | Strategic Sourcing | |
| OPIM 5113 | Distribution and Logistics | |
| Total Credits | | 9 |

Accelerated Master of Science in Business Analytics and Project Management

Prospective undergraduate UConn students must apply to the Accelerated Master of Science in Business Analytics and Project Management through the regular Graduate School admissions process during the Fall semester of their junior year. Students who meet conditional acceptance requirements, will be admitted to the Accelerated Master of Science in Business Analytics and Project Management if they also successfully complete their UConn undergraduate degree

while maintaining the minimum cumulative GPA for admission to the UConn Graduate School, and receive a grade of “B” or better in both courses in one of the following sequences: OPIM 5270 Introduction to Project Management and OPIM 5603 Statistics in Business Analytics; or OPIM 5603 Statistics in Business Analytics and OPIM 5604 Predictive Modeling. Students must also fulfill the Technical Communications foundational knowledge requirement by earning a Bachelor’s degree with an Affiliated Major or Minor, or “B” or better in OPIM 5601 Technical Communications in Business Analytics and Project Management, or an engineering Senior Design course, or other relevant coursework subject to MSBAPM Director approval.

To complete the MSBAPM degree, students admitted to the Accelerated Masters are required to complete 30 credit hours, having completed seven of the required credits to attain admission to the MSBPAM program.