

Applied Business Analytics (APBA)

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Master of Applied Business Analytics Website (<https://walton.uark.edu/graduate-programs/business-analytics-masters-degree/>)

Degrees Conferred:

Master of Applied Business Analytics (APBAMA)

The Master of Applied Business Analytics degree focuses on applied analytics for business. This degree is designed to provide professional preparation for positions in business, government, and public service. It provides sufficient flexibility to meet the needs of students with various backgrounds and foster lifelong learning and innovation. Students may choose from a variety of elective analytics courses in Business, Economic Analytics, Statistics, and Educational Statistics and Research Methods.

Requirements for Master of Applied Business Analytics

Admission Requirements: Students must apply to and meet the admission requirements (<http://catalog.uark.edu/graduatecatalog/business/>) of the Graduate School of Business and be admitted by the departmental admissions committee.

Academic Standing and Dismissal: Please review the [Graduate School of Business policy for more information.](#)

Requirements for the Master of Applied Business Analytics Degree:

Students whose previous studies have fulfilled requirements of the common body of knowledge in business and analytics will be required to complete a minimum of 30 hours of graduate work. The required common body of knowledge for the Applied Business Analytics degree includes fundamental business and economics concepts as well as fundamental knowledge of statistics. The Master of Applied Business Analytics Degree is a non-thesis degree program. The comprehensive exam will be a component of the Practicum course, ISYS 5990V.

Master of Applied Business Analytics Core Courses (18 hours)

ISYS 52103	ERP Fundamentals	3
ISYS 51003	Data Analytics Fundamentals	3
ISYS 55003	Decision Support and Analytics	3
ISYS 58303	Data Management Systems	3
ISYS 58403	Seminar in Business Intelligence and Knowledge Management	3
ISYS 5990V	Practicum Seminar ¹	3

Electives 12

Approved electives (12 hours) may be any graduate level course pre-approved by the program director or advisor.

Total Hours 30

Master of Applied Business Analytics (part-time):

The Information Systems Department also provides an opportunity for professionals in the workplace to complete the program by taking 6 hours per semester in a five-semester program.

Students in the part-time program begin with the Business Analytics Graduate Certificate program (first and second semesters). Completion and success in the Business Analytics Graduate Certificate program can be used to provide “evidence of ability” and can be used to waive the requirement for an acceptable test score on the Graduate Management Admission Test (GMAT) or Graduate Record Exam (GRE).

For the part-time program, approval of the Program Director is required to enroll in more than six hours per semester.

Contact the department for additional information or visit the Graduate School of Business (<http://gsb.uark.edu/>).

¹ ISYS 5990V can be repeated for a total of 6 credit hours; 3 credit hours can then be applied to the elective requirements.