Specialized Master in Business - Analytics

Make a career out of the science of business analytics by becoming a data-savvy manager and analytics leader.

Ohio State's Specialized Master in Business Analytics (SMB-A) develops next-generation managers capable of leveraging practical approaches to analysis, informed decision-making and systems thinking. It equips students with real-world knowledge of how applied statistics, applications in machine learning and data visualization tactics are used in business.

ONLINE FLEXIBILITY

Complete the SMB-A degree full-time in as little as 10 months, or at a slower part-time pace which purposefully accommodates busy working professionals and more. Each class is delivered 75 percent online, with the remaining 25 percent taught through in-person or live-stream Saturday classes.

R-FOCUSED

Many courses are taught using the R statistical language. R is used by major players in data analytics; including Amazon, Nationwide and Google. Students get a virtual machine to develop skills in R, Rstudio, Python, Jupyter, SQL, MS Office, PuTTY, Tableau, etc., that employers seek.

REAL-WORLD CAPSTONE

Learn analyytics management by leading a small team and working with real company data. Select a project with a current employer or a Fisher-sourced one.

SYSTEMS THINKING

Stand out to top employers with a mindset to address chronic issues with practical solutions, and be the bridge between data analysis and top-level decisions.

CAREER SUPPORT

A dedicated career coach provides support to help target student goals. Get the coaching & development needed to switch careers or advance successfully.

TOP BUSINESS SCHOOL

Learning at a top business school is vital to your success. Gain the technical expertise and skills to be a leader in analytics through Ohio State's career-focused, top-ranked Fisher College of Business.

75% online

ONLINE ASYNCHRONOUS INSTRUCTION

Each SMB-A class consists of 75 percent asynchronous online distance-learning content and instruction — typically requiring 12 to 15 hours of self-paced work per week. The program is intentionally hands-on and fast-paced — mirroring careers in business technology. The remaining 25 percent of the curriculum consists of live instruction/coursework taken on-campus or live-streamed.

ON-CAMPUS — SATURDAY*

Combine online asynchronous instruction with rich on-campus Saturday coursework to complete each class. Classes meet three times during a seven-week term (four in summer). The Saturday classes are delivered as 3.5-hour blocks with an included lunch.
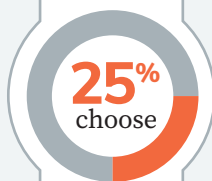
- In-depth discussion
- Live demonstration
- Subject exploration
- Hands-on exercises
- Peer networking
- Faculty support

Morning Block 8:30 a.m. to Noon ET	Lunch (included)	Afternoon Block 1:30 to 5 p.m. ET

*Columbus metro residents are encouraged to travel to campus.

25% choose

LIVE-STREAMING — SATURDAY**

Outside the Columbus metro? Live-stream Saturday sessions to complete the in-person portion of each class. Depending on the course, you'll be a passive viewer, active participant, or a mix of both. Streaming allows you to complete the degree entirely online.

- Earn your degree from anywhere in the U.S.
- Recorded to allow for repeat viewing as needed
- Geography and situation determine eligibility

Morning Block 8:30 a.m. - Noon ET	Afternoon Block 1:30 - 5 p.m. ET

**Except under unique circumstances, the online streaming option is only available to students living 50+ miles away from Ohio State's main campus.

Eligibility questions? E-mail fcob-smb-a@fisher.osu.edu.

THE OHIO STATE UNIVERSITY
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International Applicants: Due to the online format, the SMB-A program is unable to accept international applications for those with or seeking an F-1 or J-1 visa.

SPECIALIZED MASTER IN BUSINESS - ANALYTICS (SMB-A)

Curriculum

Why follow analysis, when you can lead it?
Master the descriptive, predictive and prescriptive analytics skills businesses rely on to drive innovation, increase productivity and inform decision-making.

DEGREE REQUIREMENT OVERVIEW

| **10.5** CORE BUSINESS FOUNDATION CREDIT HOURS | + | **12** CORE ANALYTICS & DATA MANAGEMENT CREDIT HOURS | + | **4.5** ELECTIVE* CREDIT HOURS | + | **4.5** ANALYTICS MANAGEMENT CAPSTONE CREDIT HOURS | = | **31.5** TOTAL REQUIRED CREDIT HOURS |

FULL-TIME SMB-A COURSE SEQUENCE

10-MONTH PLAN OF STUDY

AUTUMN SEMESTER		SPRING SEMESTER		SUMMER
TERM 1 (7 WEEKS)	TERM 2 (7 WEEKS)	TERM 1 (7 WEEKS)	TERM 2 (7 WEEKS)	TERM 1 (8 WEEKS)
DATA MANAGEMENT FOR ANALYTICS (3) BUSOBA 7250	STATISTICS AND DATA ANALYSIS (3) BUSOBA 6400	DESCRIPTIVE ANALYTICS AND VISUALIZATION (3) BUSOBA 7331	PREDICTIVE ANALYTICS (3) BUSOBA 7332	LEADERSHIP (1.5) BUSMHR 7270 / ANALYTICS MANAGEMENT CAPSTONE** (3) BUSOBA 7249
ACCOUNTING AND FINANCE FOR ANALYTICS (3) BUSFIN 6230	MANAGERIAL ECONOMICS (3) BUSML 6243	PRE-CAPSTONE** (1.5) BUSOBA 7248 / ELECTIVE* (1.5)	PRESCRIPTIVE ANALYTICS (3) BUSML 7243	ELECTIVE(S)* (3)
PROJECT INITIATION		PROJECT ELABORATION		EXECUTION & PRESENTATION

Are you looking for a course description? Search course numbers at fisher.osu.edu/syllabus-directory for detailed information.

* Electives must be selected from the approved list (go.osu.edu/electives-smb-a) of analytics-focused or discipline-specific courses.

** Learn about the Analytics Management Capstone and Pre-Capstone experience at go.osu.edu/smb-a-capstone

OR

PART-TIME SMB-A COURSE SEQUENCE

YEAR ONE

AUTUMN SEMESTER		SPRING SEMESTER		SUMMER
TERM 1 (7 WEEKS)	TERM 2 (7 WEEKS)	TERM 1 (7 WEEKS)	TERM 2 (7 WEEKS)	TERM 1 (8 WEEKS)
DATA MANAGEMENT FOR ANALYTICS (3) BUSOBA 7250	STATISTICS AND DATA ANALYSIS (3) BUSOBA 6400	DESCRIPTIVE ANALYTICS AND VISUALIZATION (3) BUSOBA 7331	PREDICTIVE ANALYTICS (3) BUSOBA 7332	LEADERSHIP (1.5) BUSMHR 7270 / ELECTIVE* (1.5)

YEAR TWO

AUTUMN SEMESTER		SPRING SEMESTER		SUMMER
TERM 1 (7 WEEKS)	TERM 2 (7 WEEKS)	TERM 1 (7 WEEKS)	TERM 2 (7 WEEKS)	TERM 1 (8 WEEKS)
ACCOUNTING AND FINANCE FOR ANALYTICS (3) BUSFIN 6230	MANAGERIAL ECONOMICS (3) BUSML 6243	PRE-CAPSTONE** (1.5) BUSOBA 7248 / ELECTIVE(S)* (3)	PRESCRIPTIVE ANALYTICS (3) BUSML 7243	ANALYTICS MANAGEMENT CAPSTONE** (3) BUSOBA 7249
PROJECT INITIATION		PROJECT ELABORATION		EXECUTION & PRESENTATION

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Learn more at:
fisher.osu.edu/smb-a