

University of the Incarnate Word®

Master of Business Administration in Data Analytics

H-E-B School of Business and Administration

PROGRAM OVERVIEW

The Master of Business Administration (M.B.A.) with a concentration in Data Analytics at the University of the Incarnate Word provides students with the knowledge and skills to harness data for strategic decision-making. The curriculum integrates data science, artificial intelligence (AI), statistical analysis and business intelligence, preparing graduates for leadership roles in data-driven industries. In this STEM-designated program, students will develop expertise in machine learning, predictive analytics and data visualization, equipping them to solve complex business challenges using cutting-edge AI and analytics tools.

QUICK FACTS

- 33-hour program
- Evening courses and some courses offered online
- Continuous enrollment
- Complete the MBA program within 12 months
- Nationally accredited by The Association of Collegiate Business Schools and Programs (ACBSP)
- Regionally accredited by The Southern Association of Colleges and Schools Commission on Colleges (SACS COC)

CONTACT

Graduate Admissions

(210) 829-6005

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Data Analytics - M.B.A.

M.B.A. in **Data Analytics**

CORE COURSES

21 CREDIT HOURS

MSDA 6321 Intro to Data Science, Management & Strategy
ACCT 6311 Managerial Accounting
ECON 6311 Managerial Economics
BFIN 6320 Financial Management
BMGT 6311 Managing People and Orgs
BMKT 6311 Marketing Management
BMGT 6340 Business Research and Quantitative Analysis

ELECTIVES

9 CREDIT HOURS

PMBA 6330 Applied Data Analysis
PMBA 6331 Forecasting Methods in Business
MSDA 6337 Practical Data Wrangling, Visualization,
and Analysis

CAPSTONE

3 CREDIT HOURS

BMGT 63CS Capstone: Cases in MGMT Problems