

Master of Science in Business Analytics – Tucson Campus



Graduate Student Handbook

(Updated July 2024)

2024/2025

HS Lopez School of Business Analytics

Eller College of Management
The University of Arizona

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Program Introduction and Overview

Welcome to the University of Arizona Master of Science in Business Analytics (MSBA) program! We are excited to have you join the HSLopez School of Business Analytics housed within the Eller College of Management.

The master's program is unique in that it is interdisciplinary and taught by world-renowned Eller College faculty from business disciplines such as Accounting, Economics, Entrepreneurship, Finance, Marketing, Management, and Management Information Systems. Our objective is to provide students with cutting-edge data skills to uncover valuable business insights and make smart business decisions.

The program teaches in-depth, applied business analytics tools, techniques, and strategies that you simply will not find in other programs. With our real-world approach to business analytics and a career management team dedicated to helping you find the very best opportunities, you will graduate prepared for high-level careers in government and industry, or for further doctoral work and research in the field of business analytics.

Eller College MSBA students are prepared for the future because they learn more than just technical skills — they learn how to apply technical skills in support of business processes.

Expected learning outcomes for our Business Analytics students include:

- Apply a broad set of analytical tools and techniques to address business decisions. These tools and techniques include things such as: descriptive and inferential statistics, advanced regression analysis, data mining, experiment design, data curation and storage of multiple data types, data visualization, etc....
- Determine the appropriate tool(s) and technique(s) needed to address a particular business decision. Examples of business decisions include customer segmentation/targeting, scarce resource allocation, financial results analysis and sentiment determination, etc....
- Interpret the results of analysis to support business decision making in the context of a specific business domain.
- Work effectively as both an individual and group on various data related issues/projects and communicate the approach and findings in a professional manner to both a statistical and non-statistical audience both in written and live presentation format.
- Communicate the skills and techniques developed to employers to attract relevant job offers.



Important Contact Information

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MSBA Facilities

The MSBA program is housed in the HSLopez School of Business Analytics within the Eller College of Management. Below you will find a list of important locations in McClelland Hall to make note of during your time in the program:

- ***Business Analytics Department***
 - Located on the third floor, room 320BB (within the Marketing Department)
- ***Graduate Lab***
 - Located on the third floor in room 335
 - Good place for group meetings
 - Room reservations made using Cat Card
- ***Graduate Lounge***
 - Located on third floor near the Grad Lab
 - Good place to relax/study between classes. Fridge to store food.
 - Access using Omni lock code (see Michelle/Gray for code)
- ***MIS Commons***
 - Located on second floor in room 218 and can also be accessed from the Graduate Lab
 - Collaborative workspace, conducive to small group meetings and project work
- ***208 Gallery/Rooms***
 - Located on the second floor in room 208
 - Rooms to reserve for group meeting or interviews using Cat Card



MSBA Program with Dual Degree Options

Degree Options	Standard time to degree
Master of Science in Business Analytics (MSBA)	10 month or 16 months
Dual MBA/MSBA	24 - 36 months
Dual MSM/MSBA	24 months
Dual MSA/MSBA	18 - 24 months
Dual MSF/MSBA	21 months
Dual MIS/MSBA	24 - 36 months

Dual degree options are available with the MBA, MSM, MSA, MSF, and MIS programs within Eller College. For more details, you will find the most current information on our website, <https://eller.arizona.edu/programs/masters/business-analytics/program#curriculum>.

Requirements for Master of Science in Business Analytics

The Master of Science in Business Analytics coursework consists of a set of core courses outlined below and a minimum of two electives. To complete the degree, students must complete at least 33 units of Business Analytics courses, earn a passing grade (C or above) in each course, and have at least a 3.0 cumulative GPA.

Curriculum Overview

Description	Courses
Required Business Analytics Core 15-units	<i>All the following are required:</i> BNAD 525 Statistical Foundations of Business Analytics (2) BNAD 530 Python for Business Analytics (2) BNAD 532 Database Foundations (2) ECON 511A Econometrics (3) MIS 545 Data Mining for Business Intelligence (3) BNAD 597A Business Consulting (3)
Required Business Foundations 6-units	<i>Select 3 courses based on your interests</i> ACCT 542 Introduction to Financial and Managerial Accounting (2) ECON 550 Economics for Managers FIN 510A Financial Management (2) FIN 510B Financial Management (2) MKTG 510 Market-Based Management (2) OSCM Operations Management (2)
Required Electives 6-units	<i>Data Visualization – Choose 1 of the below</i> MIS 561 Data Visualization (3) MKTG 542 Marketing Visual Analytics/Relationship Marketing (3) <i>Quantitative Methods – Choose 1 of the below:</i> ECON 520 Quantitative Methods for Economics (3) ECON 515C Econometrics and Machine Learning (3) MIS 548 Deep Learning (3) OSCM 571 Optimization for Business (3)
Electives 6-units	<i>A list of potential electives can be found here – link You will work closely with the Academic Director to select electives that are related to your future career interests</i>

Note: Students who enter with a business background can potentially opt out of the required business foundation courses with permission from the Academic Director. Those with a related graduate degree may be eligible to transfer in up to 6 units of their past graduate work to count towards the completion of the MSBA degree. Contact the Academic Director to learn more.

MSBA Course list

For a comprehensive list of MSBA course offerings and small course summary visit: <https://eller.arizona.edu/programs/masters/business-analytics/program#curriculum>, you must work with the Academic Director in planning courses, as not all courses are taught each semester.

Course Registration Requirements and Procedures

All students in the program are registered for courses by the Academic Director with support from the Program Manager based on each individual student's plan and course availability. The student and Academic Director will work together to develop a plan of study throughout the summer and academic year that ensures they are completing the required courses and meet the minimum number of units required for graduation. Students may take additional course work from other departments on campus however, they may require special approval. It is up to each student to investigate the requirements to register for graduate level courses in other departments.

Non-MSBA courses do NOT count toward the MSBA degree requirements, exceptions require MSBA departmental consent. Undergraduate units do NOT count toward the Master level unit requirements.

15 Unit Exemption Request

It is not necessary to take more than 15 credits per semester to make timely progress to degree completion. Students considering more than 15 credits should contact their academic advisor and discuss the possible implications on their academic work, personal stress, obligations for teamwork, and professional career development.

Excessive units affect the entire MSBA program in that course deliverables suffer, disproportional teamwork load occurs, instructional expectations may not be met, student's CGPA may be negatively impacted, student stress increases, time for internship and fulltime search is lessened. Evaluation criteria consists of Cumulative GPA, employment and campus community commitments, dual degree status, and may include faculty and previous team-member feedback. The process shall include submission of the Eller MSBA Exception Request Form, an Academic Status Report Form, and meetings with the Academic Director. To initiate the Exemption Request set up an appointment to discuss your situation with the Academic Director.

Satisfactory Progress

It is expected that each student will make satisfactory progress toward program/degree completion. The semester unit load ranges from 9-16 units based on the selected 10- or 16-month program completion timeline. To be considered a full-time student:

- Domestic students must register for 6 units to be considered full time.
- International students must register for 9 units to be considered full time (*except for your last semester which may be less than 9 units*)
- Students with an assistantship may register for 6 units and still be considered full time.



Cumulative Grade Point Average (CGPA)

Students should maintain a minimum cumulative grade point average (CGPA) of 3.0, a letter grade of “D” is NOT a passing grade at the graduate level and graduate students are not permitted to replace a failing grade. Students who fail to maintain a minimum CGPA of 3.0 will be placed on academic probation. Note, the cumulative GPA is calculated by the graduate college at the end of the Fall and Spring terms. Summer courses are included in the fall evaluation period. Students who fail to complete the program with a minimum CGPA of 3.0 will NOT be awarded their degree. Students on academic probation for two consecutive semesters will be disqualified from their program per the University of Arizona Graduate College. All graduate level courses are included in your CGPA calculation, not just the MSBA courses.

Academic Probation

Students who have been placed on academic probation are required to meet with the Academic Director to discuss the steps to be taken to remediate the problems that led to the probationary status and create a written plan of action. Students whose CGPA is below 3.0 for two consecutive semesters may be disqualified from their program. Disqualification results in the student being blocked from registration. For additional information visit <https://grad.arizona.edu/policies/academic-policies/academic-probation>.

Code of Academic Integrity

Integrity and ethical behavior are expected of every student in all academic work. This Academic Integrity principle stands for honesty in all class work, and ethical conduct in all labs and clinical assignments. This principle is furthered by the Student Code of Conduct and disciplinary procedures established by **ABOR Policies 5-308 through 5-404** (see chapter 5), all provisions of which apply to all University of Arizona students. This Code of Academic Integrity (hereinafter "this Code") is intended to fulfill the requirement imposed by **ABOR Policy 5-403.A.4** and otherwise to supplement the Student Code of Conduct as permitted by **ABOR Policy 5-308.C.1**.

The full Code of Academic Integrity must be reviewed and upheld by the student and can be found at <https://deanofstudents.arizona.edu/policies/code-academic-integrity>.

Remediation Polices & Procedures

The School of Business Analytics has policies and procedures in place to make sure that all students’ concerns are heard and addressed.

Appeals

Students have the right to formally request exceptions to department policies and procedures. An MSBA student should make their appeal in writing to the Academic Director. On a case-by-case basis, we will review exceptions to the policies for extenuating and compelling circumstances. Requests are reviewed by the Academic Director or by the Director of the HSLopez School of Business Analytics. Every exception decision is made based on each situation and circumstance. Please note that a review of your request does not guarantee the request will be granted.

Grievance Policy

The UA Dean of Students and Graduate College have established policies of academic integrity and for appealing a student-related decision. The most current information is available at <https://grad.arizona.edu/policies/academic-policies/grievance-policy>

A full summary of the types of grievances and responsible parties is available on the Graduate College website at <https://grad.arizona.edu/policies/academic-policies/grievance-policy#grievance-responsibility>

Other Academic Policies

You can find the most current Graduate College academic policies at <https://grad.arizona.edu/policies/academic-policies>



Graduate College forms, Academic Calendar, and Required Trainings

The following forms are required to process the following: Graduation Lists (graduate name in Graduation programs), Awarding of degrees, Curricular Practical Training and Optional Practical Training (CPT/ OPT work authorization – International students only). The full list can be found here.

<https://webforms.grad.arizona.edu/academic-services>. You should be able to access the material through UAccess (<https://uaccess.arizona.edu/>). To access UA GradPath in UAccess you can use this link - <https://uaccess.arizona.edu/>.

The following are required:

- Responsible Conduct of Research Statement
- Masters Plan of Study – You'll list the Program Manager Michelle Piontek as the contact.
- MS Committee Appointment form – you'll list the Academic Director as the approver.
- MS Completion Confirmation

Mandatory Online Trainings

The following trainings MUST be completed before your first semester begins or else a hold could be placed on your account limiting your ability to register for courses and the disbursement of financial aid - <https://grad.arizona.edu/funding/ga/mandatory-online-training>.

Academic Calendar, Dates, and Deadlines

The MSBA program follows the University's Academic Calendar which can be found here - <https://catalog.arizona.edu/calendar>. Students are expected to review the academic calendar and plan all potential travel around the dates outlined for the Winter, Summer, Fall, and Spring terms. Students are expected to be around until the end of the final exams for each term in which they are completing courses. While not all courses hold their final exam or project during the University scheduled date/time, some may opt to do so and you are expected to be available in person during that time. Other important dates and deadlines can be found here - <https://registrar.arizona.edu/dates-and-deadlines>.

Financial Aid

Scholarship Universe and Handshake

Once you are admitted to the MSBA program, you will have access to [Scholarship Universe](#). Scholarship Universe (SU) is the University of Arizona scholarship-matching tool for admitted students. It connects Wildcats to millions of dollars in internal and external scholarships. Please visit the site to learn more! [Handshake](#) is the #1-way college students find jobs. It is a free online career hub that gives all students access to job and internship postings, career fair and employer events, employer pages with peer reviews, and more! The University of Arizona utilizes Handshake for all assistantship opportunities. As an MSBA student, you are eligible to apply for assistantships within the Eller College of Management and in other departments on campus! Make sure to create an account and visit it often as new opportunities are posted daily!

U.S. Students

All U.S. students must file the Free Application for Federal Student Aid (FAFSA) to be eligible for need-based grants, loans, scholarships, and Federal Work-Study Programs. The form is available online at <https://studentaid.gov/h/apply-for-aid/fafsa>. It is recommended that graduate students complete the FAFSA by March 1st to receive priority processing. Regardless of qualification status, the FAFSA must be completed to be considered for departmental, college, and university aid.

Eligibility:

- Admitted as a degree seeking graduate student at the University of Arizona
- Be a U.S. Citizen or Permanent Resident



- The minimum number of units required to receive aid is 5 units for EACH TERM that aid will be disbursed (Fall, Spring, & Summer)
- Maintain satisfactory academic standing (CGPA \geq 3.0)

International Students

International Students who receive notice of a set-aside scholarship will be required to complete an Estimated Funds Calculator and an Award form. Both forms can be found linked below:

Estimated Funds Calculator

- https://tuitioncalculator.fso.arizona.edu/?_gl=1*c77y1r*_ga*ODY0NzgxOTUyLjE3MDIzMjc3ODE.*_ga_7PV3540XS3*MTcwNTY4MTEyMy43MS4xLjE3MDU2ODM4OTMuNDUuMC4w#/

Award Form for International Students

- https://international.arizona.edu/sites/default/files/documents/iss/grad_student_award_letter.pdf.

Please send the forms directly to the Program Manager, Michelle Piontek at mhanoka@arizona.edu.

International students may also receive departmental support based on demonstrated need and the availability of funds. To be eligible, students must complete the **Financial Aid Calculation for International Students in Graduate Programs** from here - https://financialaid.arizona.edu/sites/default/files/2023-07/23-24_IntlStudentFinancialNeed_FINAL.pdf. Note, the form must be signed by both the student and a Graduate Coordinator. It must also include a screenshot of the completed estimated family contribution that is linked within the form. It only needs to be completed once per academic year to be considered for aid in both the fall and spring semesters.

Please complete the form in its entirety, and send it to directly to the Program Manager, Michelle Piontek at mhanoka@arizona.edu. We will submit the form on your behalf by emailing it to OSFA-DeptAskAid@arizona.edu and advise you if need based aid is available each semester.

Advising and Career Management

Each student should meet at least once per semester with the Academic Director to plan their upcoming courses, discuss progress in their current courses, and confirm they are on track to complete the program successfully in the allotted time. Please schedule meetings directly with the Academic Director.

Each student is required to meet a **minimum of 2** times per semester though it is recommended to meet more often with the MSBA career management team. Building a strong relationship and open rapport is highly encouraged to enable the Career Management team to guide you in your academic and career options. Scheduling details will be shared with the students upon their arrival.

Student Resources

University Information Technology Services

University Information Technology Services (UITS) offers many services besides their 24/7 IT support center available by phone (520) 626-8324 or online at <https://it.arizona.edu/get-support> . More information is available at <http://uits.arizona.edu/> .

Software

University of Arizona's students are able to download one copy of the current version of Microsoft Office (for a PC or Mac) and one copy of Microsoft Windows upgrade (for PC or Mac) at no charge. Students also receive access to various other software for free or at a discounted price. Students are also eligible to download new product release and upgrades when they become available. Visit [Students | Software Licensing](#) and log in using a NetID and password for access.

Student Engagement and Career Development

Student Engagement and Career Development offers a variety of services to all University of Arizona students. Visit the career services website, <https://career.arizona.edu/>, to learn more about all the services the University offers on top of what we offer at the HSLopez School of Business Analytics.

Useful Campus Resources

- [UA Libraries](#) – The University of Arizona Libraries are enterprising partners in advancing the University's priorities. We cultivate an environment that promotes inquiry, creative endeavor, scholarly communication and lifelong learning. Our resources, services and expertise enrich the lives of Arizonans, and contribute to an expanding global academic community. This isn't just a place for books! You can reserve study rooms, access our state of the art [CATalyst Studios](#), access online articles/subscriptions/books for free, attend free workshops, and rent/borrow technology such as laptops, tablets, VR equipment, cameras, calculators and more! Follow them on Instagram @uazlibraries.
 - They have created a useful orientation guide that can be found here – [link](#)
- [Campus Health](#) – Your one-stop-shop for health and wellness, both virtually and in-person. Follow them on Instagram @uacampushealth.
- [Campus Recreation](#) – The University of Arizona's Campus Recreation (Campus REC) is the place to be for health and well-being. With three locations across campus, open seven days a week from early morning to late at night, Campus REC is everywhere you are. Membership access is granted for each individual semester you are concurrently enrolled on the main campus. Membership grants you access during the hours of operation to all three locations: SouthREC, NorthREC and BearDownREC. Take advantage of everything offered: individual and group fitness, sports, aquatics, outdoor adventures and well-being classes.
- [Graduate and Professional Student Council](#) – Their goal is to promote the academic, economic, and social aims of the graduate and professional students of the University of Arizona, to establish effective communication among graduate students and professional students, and to facilitate communication within the University and with other organizations. Follow them on Instagram @uagpsc.
- [UA Campus Pantry](#) – Their goal is to reduce food insecurity in our Wildcat Community. At our distribution events, students and staff can grab important food staples **at no cost**. All you need is your Cat Card! Follow them on Instagram @uacampuspantry.
- [The Associated Students of the University of Arizona \(ASUA\)](#) - ASUA is the student government on the University of Arizona campus that is comprised of students who are willing to go above and beyond and serve their school and peers. Through programs, policies, events and making sure the student voice is heard, ASUA is here to make sure that students are able to engage themselves in the University of Arizona and make their college years the most memorable yet. Our aim is to make sure that every single one of our peers is able to engage with the university through a wide



spectrum of involvement opportunities which include everything from politics to event planning to changing campus for the better. Follow them on Instagram @asuatoday.

- [ASUA Campus Closet](#) – Campus Closet is an ASUA service organization that collects and then distributes - **free of charge** - gently used or new business, professional, and casual clothing to University of Arizona students, faculty and staff members who cannot acquire the items otherwise. Follow them on Instagram @ua.campuscloset.
- [ASUA Safe Ride](#) – SafeRide is a **free** transportation service for University of Arizona affiliates. Since 1981, SafeRide has provided a nighttime alternative to walking alone on campus and in the Tucson community. Follow them on Instagram @azsaferide.
- [UA Counseling & Pysch Services \(CAPS\)](#) – mental health and counseling services provide through the UofA. Whether you're ready to start counseling or medication, have a question, seeking community, want to learn new skills, or just need to vent, there's a path for you.
 - [International Student Services Counseling and Psychological Servies](#)

Resources for Parents, Professional Development, Health and Wellness

The Graduate College website (<https://grad.arizona.edu/new-and-current-students>) also contains extensive information with resources for professional development, child care, and family resources, along with resources for health, wellness and safety.

UAccess

UAccess is a password-protected service which allows students to access personal and academic information via the web. Your UA NetID and password are required for login. UAccess enables students to view and make changes to their academic and personal information. This system has dozens of useful features, which are housed under four major categories: Academic, Financial, Personal and Self-Service. <http://advising.arizona.edu/content/online-tools/uaccess-student> .

General University Catalog

In addition to departmental and Graduate College policies, students are also expected to know and adhere to the policies of the University of Arizona available in the UA General Catalog - <https://catalog.arizona.edu/> .



Program Checklist

<i>First Year</i>	<i>May Graduation (10-month)</i>	<i>December Graduation (16-month)</i>
<input type="checkbox"/> Official Transcript and Immunization Records*	June 15 th	June 15 th
<input type="checkbox"/> Responsible code of Conduct*	September of Fall 1	September of Fall 1
<input type="checkbox"/> MSBA Plan of Study *	February of Spring 1	September of Fall 2
<input type="checkbox"/> Master's/Specialist Committee form *	March of Spring 1	N/A
<input type="checkbox"/> TA Training Online TATO (If applicable)	by mid-August of Fall 1	by mid-August of Fall 1
<input type="checkbox"/> Financial Need Based Scholarship application and supporting documents - Estimated Family Contribution and/or FAFSA *	August 30 th	August 30 th
<i>Second Year</i>		
<input type="checkbox"/> Financial Need Based Scholarship application and supporting documents* - Estimated Family Contribution and/or FAFSA	N/A	August 30 th
<input type="checkbox"/> 15 Unit Exemption if units > 15*	N/A	Fall 2 registration submit form by April 1
<input type="checkbox"/> Full time Exemption form if <9 units ** International students only	N/A	August 1
<input type="checkbox"/> CPT Advisor letter **	N/A	Spring 1: April, May, June
<input type="checkbox"/> OPT Advisor letter **	Spring 1: April, May, June	Fall 2: October, November, December

*Required

**International students only



Important Links

- ***HSLopez School of Business Analytics***
 - Homepage: <https://eller.arizona.edu/departments-research/schools-departments/analytics>
 - MSBA: <https://eller.arizona.edu/programs/masters/business-analytics/program>
- ***UAccess***
 - <https://uaccess.arizona.edu/>
- ***D2L***
 - <https://d2l.arizona.edu/d2l/loginh/>
- ***Dates & Deadlines***
 - <https://registrar.arizona.edu/dates-and-deadlines>
- ***UA Information Technology***
 - <https://it.arizona.edu/>
- ***Graduate College (policies, contacts, resources, deadlines, and other useful information)***
 - <https://grad.arizona.edu/>
- ***Code of Academic Integrity***
 - <https://deanofstudents.arizona.edu/policies/code-academic-integrity>
- ***Resources for New and Current Students (resources for parents, professional development, health & wellness, funding, etc.)***
 - <https://grad.arizona.edu/new-and-current-students>
- ***Grad Center***
 - <https://gradcenter.arizona.edu/>
- ***General Course Catalog***
 - <https://catalog.arizona.edu/>
- ***University of Arizona's Code of Academic Integrity***
 - <http://deanofstudents.arizona.edu/codeofacademicintegrity>
- ***Office of Diversity and Inclusion***
 - <https://grad.arizona.edu/diversityprograms/>
- ***Campus Health***
 - <https://health.arizona.edu/>
- ***Disability Resource Center***
 - <https://drc.arizona.edu/>
- ***Counseling & Psych Services***
 - <https://health.arizona.edu/counseling-psych-services>
- ***SOS – Support Outreach and Success (Any Question – Just Ask)***
 - <https://sos.arizona.edu/>
- ***Scholarship Universe***
 - <https://financialaid.arizona.edu/scholarshipuniverse>
- ***Policies on Conducting Research***
 - <http://www.orcr.arizona.edu/>
- ***University of Arizona Campus Recreation***
 - <https://rec.arizona.edu/>