Business Analytics

Graduate Student Handbook

2022/2023
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PROGRAM INTRODUCTION

Welcome to the University of Arizona BA Master’s Program!
You are now a part of the Eller College of Management community at University of Arizona. Built on the foundation of our renowned MIS program, which is ranked #5 nationwide, you’ll learn from top analytics researchers and receive the professional development you need to become a leader in business intelligence and transformation.

Our faculty consists of highly productive and leading scholars in various areas of BA research, the MIS department includes several research laboratories, and associate research centers. What is really unique and exciting is that our research excellence is fully integrated into real-life business solutions and most importantly, into our academic programs.

Master’s BA program Overview
Our Master’s in Business Analytics program teaches in-depth, applied business intelligence strategies that you simply won’t 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’ll 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 technical skills — they learn how to apply technical skills in support of business processes (i.e., Business skills).

Technical skills involve designing and developing Information Technology (IT) artifacts to solve problems. This skill leverages formal and quantitative modeling, mathematical and computational techniques from computer science (e.g., data mining and artificial intelligence) and operations research (e.g., optimization and graph theory), and cutting-edge technological advances (e.g., ubiquitous computing and mobile technologies), to design and implement IT artifacts. Examples of these include search and recommendation engines, models for tracking data provenance, techniques for resolving semantic interoperability among databases, web and data mining, business intelligence algorithms, and systems in areas such as team science, border security, law enforcement, and e-health.

Behavioral skills in BA analyzes the interactions of people and technology (i.e., IT artifacts) by leveraging and extending theory from areas such as psychology, sociology, management, marketing, consumer behavior, and communication. In addition, behavioral IS analysis builds theory to explain and predict important phenomena. The people include individual technology users, decision makers, virtual and collocated teams, organizations, and society. Examples of this area include studying interactions in online environments to enhance processes and improve outcomes, examining user behavior with respect to security policies to increase awareness and compliance, or understanding motivations for behavior (e.g., trust, sharing, and deception) in mediated environments. Methodologies include laboratory and field experiments, surveys, and case studies. A wide variety of quantitative and qualitative methods are used to analyze the data including content analysis, event analysis, analysis of variance (ANOVA), multivariate analysis, regression, structural equation modeling (SEM), and social network analysis.
**Economic skills** in BA uses principles and methods from the economics discipline to analyze how people, organizations, and society adopt and use information systems. Examples of this area include analysis of the competitive environment introduced by technology, understanding of consumer behavior in new economic environments brought about by technology, analysis of how economic agents inside and outside a firm interact through technology solutions, pricing and commercialization of digital goods and services. Methodologies range from microeconomic analytical models to the use of advanced econometrics with empirical data.

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MSBA PROGRAM

MS: Business Analytics Program
Link - https://eller.arizona.edu/programs/masters/business-analytics
This program allows up to 6 transfer units of approved graduate level course work.

REQUIREMENTS FOR AN MS in BA
The MS Business Analytics course work consists of a set of core courses (33 units), 10 core MS courses, a minimum of 2 Elective courses.

Core Requirements

Table 1: Core Requirements

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Courses</th>
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<tbody>
<tr>
<td>CORE (33 units required)</td>
<td>BNAD 515C Introduction to Business Analytics</td>
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<tr>
<td></td>
<td>MIS 502 Technical Foundations of Analytics</td>
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<tr>
<td></td>
<td>MKTG 555A: Regression Modeling for Analytics</td>
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<td></td>
<td>MIS 509 Strategic Communications</td>
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<td></td>
<td>MIS 545: Data Mining for Business Intelligence</td>
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<td></td>
<td>MIS 561: Data Visualization</td>
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<td></td>
<td>MIS 584: Big Data Technologies</td>
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<tr>
<td></td>
<td>BNAD 597A Eller Business Consulting</td>
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<tr>
<td></td>
<td>MKTG 555B: Experimentation and Data Analysis</td>
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<tr>
<td></td>
<td>MKTG 525 Regression Modeling for Analytics</td>
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<td></td>
<td>Electives: 6 credits of analytics-related specific electives (students will select working with advisor)</td>
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MSBA Course list
For a comprehensive list of MSBA course offerings and a small course summary visit: https://eller.arizona.edu/programs/masters/business-analytics/program#curriculum, you must work with your Program Coordinator in planning courses not all courses are taught each semester.

REGISTRATION REQUIREMENTS AND PROCEDURES
All Master level students register themselves via UAccess. 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. Undergraduate units do NOT count toward the Master level unit requirements.

Non-MSBA courses do NOT count toward the MSBA degree requirements, exceptions required MSBA departmental consent.
SATISFACTORY PROGRESS

It is expected that each student will make satisfactory progress toward program/degree completion.

- Domestic students must register for 7 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).
- Assistantships, students with an assistantship may register for 6 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. Students who fail to maintain a minimum CGPA of 3.0 will be placed on academic probation. 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. All graduate level courses are included in your CGPA calculation.

MS students: Your CGPA will be cumulative, including all graduate course work.

Academic Probation

Link: [https://grad.arizona.edu/policies/academic-policies/academic-probation](https://grad.arizona.edu/policies/academic-policies/academic-probation)

GRADUATE COLLEGE FORMS

These forms are required to process: Graduation Lists (graduate name in Graduation programs), Awarding of degrees, Curricular Practical Training and Optional Practical Training (CPT/ OPT work authorization – International students only).

More details: [https://grad.arizona.edu/gcforms/academic-services-forms](https://grad.arizona.edu/gcforms/academic-services-forms)

UAccess Forms

Responsible Conduct of Research Statement:

All students must submit this form before they are able to submit the other forms.

MSBA Plans of Study (MPOS):

Students have the responsibility of ensuring their MPOS course listing match the actual courses taken. Your MPOS may be edited after approval, a mismatch between your MPOS and courses taken will delay the posting of your degree. When the Graduate College approves your MPOS there is a one-time charge applied to your UAccess student account.

Your Degree will NOT post until the MPOS is correct.

Ensure that:

The Academic advisor listed is: Dr. William T. Neumann.
**Master’s Specialist Committee form:**
Ensure the correct term is listed.
To the question ...“Do you have a Committee” respond NO

*Failure to submit this form will delay your degree*

**Master’s/Specialist Committee Certification form:**
Your Program Coordinator will submit this form ONLY after the MPOS and the Master’s Specialist Committee forms have been then correctly submitted. This form triggers awarding your degree.

**Degree Address:** your degree will be mailed to the Permanent Address listed in UAccess. If you wish to have your Degree mailed to another address you MUST add a Diploma Address in UAccess.

**ADVISING AND CAREER MANAGEMENT**
Each student should meet with both the Academic Advisor and MSBA Career Management team a minimum of 3 times per semester though it is recommended to meet more often. 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.

**For appointments:**
Schedule a meeting through Handshake at least 24 hours prior to your desired meeting time.
Handshake: [https://career.arizona.edu/jobs/handshake](https://career.arizona.edu/jobs/handshake)

**FINANCIAL INFORMATION**
Tuition payments for the Eller Full-Time MSBA will be processed through the University of Arizona Bursar’s Office.

Participants can pay using cash, check, cashier’s check, money order, VISA, Master Card, American Express, or company purchase order (through a financial guarantee). [Details are available on the Bursar's Office website.](https://bursar.arizona.edu)

Students whose companies are funding their education should follow the [guidelines for sponsors.](https://bursar.arizona.edu)

*Please note that tuition, payment dates, and process are subject to change. Additional information can be found on the Bursar's Office website.*

**Financial Aid**
Financial aid — including government grants and loans — may be available to help pay program costs. For information, contact the University of Arizona Office of Student Financial Aid:
Additional information regarding scholarships may be found at:

- https://scholarshipuniverse.arizona.edu/suha
- https://grad.arizona.edu/futurestudents/funding-tips

GRADUATE AND TEACHING ASSISTANTSHIPS

Graduate Assistant (GA) and Teaching Assistantship (TA) positions at Eller College and The University of Arizona are designed to provide benefits to graduate students while they work to complete their graduate degrees as well as provide support to colleges and departments on campus with teaching, research, and outreach.

GA and TA roles will be communicated through Career Management. Students are also welcome to find their own positions across campus through Handshake. Students should not contact MSBA professors directly regarding GA and TA.

This GA Manual contains the information that a student, faculty, or staff member would need to know about Graduate Assistant/Associate (GA) appointments at the University of Arizona. For any questions or concerns regarding this information, please contact gahelp@grad.arizona.edu.

STUDENT CONDUCT

Eller MSBA Academic Integrity Policy

At the Eller College of Management, we strive to prepare MSBA professionals who can pursue careers in demanding and competitive environments with skill and integrity. To this end we work to foster a climate of honesty, collaboration and respect. The Eller MSBA Department’s Academic Integrity Policy follows the Dean of Student’s Policy for The University of Arizona. Our success in promoting a culture of honesty and respect will depend on the extent to which all members of the Eller community embrace these standards, holding themselves and those with whom they work accountable to them in their daily actions and words.

What is Academic Integrity?

Academic integrity is a character trait involving honesty and ethical behavior related to scholarly work. Scholarly work involves all the intellectual endeavors of a student or faculty member during their course of study/employment related to education. Pursuing a mindset of integrity is not only important during one’s academic career, but also throughout one’s life and dealings with society. Academic Dishonesty involves unethical behavior conducted by either students or faculty related to scholarship. It can involve a variety of activities from cheating to plagiarism.
Potential Consequences of Academic Dishonesty
• failing grade on assignment
• failing the course
• removal from program of study
• expulsion from university

Forms of Academic Dishonesty (this is not an exhaustive list)
• providing forged documents, using fake information or submitting plagiarized material during the admission process
• using the same assignment for more than one class without the instructor’s prior consent
• using unauthorized materials (cheat sheets, notes, textbook, talking with other individuals, etc.) during examinations without the instructor’s prior consent
• gaining unauthorized access to examinations prior to the exam date and time
• submitting someone else’s work as your own (includes various forms of plagiarism and having someone else do the work for you)
• submitting false research or laboratory information as actual results
• using fake documents to gain an extension of time to submit work or take an examination

Academic Writing
Features of academic writing include:
• A well-crafted, thoroughly researched argument
• Written with the appropriate audience in mind
• Displays critical thinking, reading, and writing
• Free from common errors of spelling, punctuation, syntax, and grammar

• Avoids all forms of plagiarism
• Cites all sources


Plagiarism
Anyone who has written or graded a paper knows that plagiarism is not always a black-and-white issue. The boundary between plagiarism and research is often unclear. Learning to recognize the various forms of plagiarism, especially the more ambiguous ones, is an important step in the fight to prevent it.

List of Reading Resources
The following is a list of selected online writing resources:

- The Purdue Online Writing Lab (OWL) – [http://owl.english.purdue.edu](http://owl.english.purdue.edu) o Purdue OWL provides over 200 writing resources including information about various citation formats.
- Dartmouth University Institute for Writing and Rhetoric – [http://writing-speech.dartmouth.edu](http://writing-speech.dartmouth.edu) o The Institute for Writing and Rhetoric provides a variety of resources including information about logic and argument and writing a thesis.
- George Washington University Writing Center [http://www.gwu.edu/~gwriter/Resources.htm](http://www.gwu.edu/~gwriter/Resources.htm) o The GWU Writing Center provides an assortment of writing guides for various subject areas as well as other useful writing resources

All members of the Eller MSBA Program are expected to know the Academic Integrity Policy's content and implications. Lack of familiarity with the policy will not excuse integrity violations.

Complete information about the Code of Academic Integrity can be reviewed at: [https://deanofstudents.arizona.edu/policies/code-academic-integrity](https://deanofstudents.arizona.edu/policies/code-academic-integrity). Violations include, but may not be limited to:

**Integrity Violations in Academic Conduct:**

- Direct use of the words or ideas of another without giving proper credit, including material drawn from print, televised, or electronic sources.
- Submission of the same or substantially same assignment to different instructors, without the express permission of the later instructor.
- Unauthorized use of another person's work, in part or in whole, on assignments (including work done in conjunction with another student) and in exams.
- Receiving or giving unauthorized assistance on exams, quizzes, or assignments.
- Using unauthorized materials during an exam or on assignments.

It is every student's responsibility to seek clarification from faculty on class rules before an assignment is turned in. It is unacceptable to submit an assignment and then claim lack of knowledge of the rules by which it was governed.

**Integrity Violations in Personal Conduct:**

- Taking or attempting to take the property of another without permission.
- Misrepresenting the truth or furnishing false information, with the intent of gaining unfair personal advantage, or causing harm to another.
- Verbal or physical harassment of any kind, aimed at any individual or group.
- Inappropriate use of another student's personal information.
- Inappropriate use of D2L or other University of Arizona information systems.

Faculty members are responsible for describing rules specific to their classes beyond the general policy and will determine the penalties for violations. **Penalty for violations listed could include:**
• Failing grade for an assignment or course in which the violation occurred.
• Inability to obtain recommendation letters for graduate school or employment.
• Removal from the Eller MSBA Major or Eller College.

I acknowledge that I have read and understand the MSBA program policies.

Name: _______________________________ Date: ____________________________
APPENDIX A

*Pre-arrival Checklist*

**Before you arrive DO THESE ITEMS**

- Create Netid - Everyone
- Establish Email account - Everyone
- Register ISPS international orientation - International student only
- Immunizations – Everyone - Email proof
- Temporary housing – organized thru MISGA
- Airport pickup – organized thru MISGA
- UA - UITS Tutorials – recommend brushing up on skills
- TATO – strongly recommended
- Skills I encourage you to review/gain

**NetID link** - [https://netid.arizona.edu/](https://netid.arizona.edu/)
- Access the link listed above
- on the left hand side select Create NETID
- Follow the instructions, I believe you will need your PIN number

**CATMAIL – Frequently asked questions** - [http://uits.arizona.edu/faq/catmail](http://uits.arizona.edu/faq/catmail)
- How do I log into CatMail?
- Log in with your UA Net ID and password at the WebAuth log in window, The first time you log in to your account,
- Google will have you go through a confirmation page. After your first login, all future logins will take you directly to your account.

**ISPS international orientation link – international students only**
[http://global.arizona.edu/international-students/orientation-information](http://global.arizona.edu/international-students/orientation-information)
- This is a mandatory orientation for all Graduate International students
- Please access the link; read all the material, note the dates for orientation
- the Userid and PW are include in your I-20 documentation
- you must register and attend this orientation; you will not be allowed to register for courses until this is done.

**Immunizations link** - required of everyone
[https://www.health.arizona.edu/immunization-requirements](https://www.health.arizona.edu/immunization-requirements)
- I strongly encourage each of you to get your MMR immunizations in your home country, less expensive
- Utilize the online submission of the proof of immunizations, doing this will remove the immunization hold on your account and allow course registration. (there are two holds against your account preventing registration 1) ISPS orientation and 2) MMR-proof)
- You may submit proof upon arriving but it’s just one more thing to do in 100 degrees Fahrenheit.

**Temporary housing**
- MISGA is arranging temporary housing

**Airport Pickups**
- MISGA is arranging airport pickups

**Facebook group:** search for Eller YYYY (where YYYY is your admit year)
  1. Request access to this group to connect with your fellow classmates and your senior classmates plus MSBA Staff.
  - This forum will allow you to interact with each other, find roommates,
    Learn from your senior classmates, interact with MSBA staff, post your inquiries, etc.

**UIT tutorials (excellent resource for those of you needing to brush up skills or to acquire new skills – java tutorial available)**
- I wanted to remind you that there are many resources on campus for your use.
- I believe some sort of registration may be required to use this service
  Domestic students: registration for courses
  International students: registration for ISPS orientation

UIT offers many services – so if you need a refresher or want to learn a new skill try the link listed below.

1. Go to [uacbt.arizona.edu](http://uacbt.arizona.edu)
2. Login with netid and pw
3. It will take you to hundreds of different tutorials, choose a Java one (or anything else you want to learn about) and click the button on the right hand of the screen that says "add to my course list"

**TATO** - [http://grad.arizona.edu/financial-resources/ta/tato](http://grad.arizona.edu/financial-resources/ta/tato)
- Complete TATO module *Staying out of Trouble Policies required*
- GATO will become a module within TATO I will keep you posted once this has been added.
- I recommend that everyone who might want a Teaching assistantship review and complete the TATO modules.

Please ensure that you do TATO without this you may have to turn down an assistantship

Business courses: Over the summer I will identify those students needing business courses (Transcript review) at some point your preferences will be collected.
- It may be identified that you require 0-1 business courses
- Everyone needing 1 business course is required to complete Financial accounting
- The Business courses are 8 weeks in duration, they do NOT increase your semester fees