

# MASTER OF BUSINESS ADMINISTRATION (BUSINESS ANALYTICS)

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**Web Site:** <https://twu.edu/business/mba/mba-business-analytics/>

If you are looking for a program that gives you the expertise to manage, organize, analyze, and present complex data in the rapidly changing business environment, the MBA-Business Analytics is for you! The Business Analytics emphasis builds your skills in analyzing and solving problems in diverse disciplines including healthcare, marketing, accounting, finance, economics, and human resources management.

It emphasizes experiential learning in data mining, statistics, and information systems. As data analysts, our graduates support top-level executives by providing data summarized and analyzed in ways that allow decision-makers to act decisively to implement business strategies in a dynamic business environment. Our degree pathway also prepares students to seek external professional certifications, which are available through various organizations such as SAS.