

Master of Science in Business Analytics

AACSB | STEM Designated

Governors State University

TO APPLY TO THE MASTER OF SCIENCE IN BUSINESS ANALYTICS PROGRAM PLEASE SCAN HERE:

Admission Requirements

- Graduate Application
- $50 Application Fee
- Current Resume
- Two Letters of Recommendation (sealed)
- Statement of Intent
- GMAT/GRE waivers are available
- Language Proficiency Scores [International Students only]
- Transcripts from post-secondary institutions

Undergraduate GSU students and alumni may be eligible for guaranteed admission: *govst.edu/GuaranteedAdmission*

Admissions and supplemental documents processes can be found here: govst.edu/cob/checklist

International Students

For international admission requirements govst.edu/ois

Required Preparation

We meet students where they are. The program welcomes applicants with (1) an undergraduate degree or coursework in business analytics, computer science, engineering, information technology, health informatics, math, or a closely related area; (2) work experience in a related field; or (3) a degree in another major and the drive to get ahead with data. Students in the third group demonstrate readiness in spreadsheets, databases, and basic programming, or complete short preparatory modules before starting.

Degree Requirements

I. Business Core (15 Hours)

- Foundations of Business for Analytics (3)
- Foundations of Managerial Statistics (3)
- Information Systems Project Management (3)
- Information Systems and Technology (3)
- ERP Systems (3)

II. Analytics Core (18 Hours)

- Business Analytics (3)
- Data Visualization (3)
- Predictive Analytics (3)
- Database Development and Application (3)
- Big Data Analytics (3)
- Data Mining and Business Intelligence (3)

* Prerequisites may be waived on a course-by-course basis for students with appropriate academic preparation.

III. Capstone Experience (3 Hours)

- Business Analytics Capstone (3)

Optional Internship for Academic Credit (optional 3 Hours)

Students in the program may choose to complete an internship academic credit during the final year of study. The optional internship is an additional 3 credit hours to the 36 hour degree program.

Total – 36 Hours (Graduate Hours)

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Every organization collects data. Few turn it into decisions. The Master of Science in Business Analytics (M.S.B.A.) at Governors State University prepares you to do exactly that—analyze data, apply AI tools with judgment, and communicate results that move a business forward.

Outstanding Preparation

The M.S.B.A. program sits at the intersection of business, data, and AI. You will learn to wrangle and model data, build visualizations and predictive models, and work with enterprise systems, all in the context of real business questions. AI coding and analysis assistants are part of the coursework from the first semester, because employers now expect analysts who can direct these tools and evaluate what they produce. The program is STEM designated and AACSB accredited.

Designed for Students with a Background or Interest in Technology

Many enter from management information systems, computer science, finance, marketing, software engineering, health informatics, or mathematics. Others come from majors with no data coursework at all and want to get ahead in a field that now runs on data. Both paths are welcome. Students who need grounding in spreadsheets, databases, or basic programming complete short preparatory modules before the core courses begin, and prerequisites may be waived course by course for those with appropriate preparation.

Program Delivery

The 36-hour program mixes online and hybrid classes to fit a working schedule. Full-time students can finish in two years; part-time students set their own pace. An optional internship for academic credit is available in the final year.

Facts

- Employers are hiring. In GMAC's 2026 Corporate Recruiters Survey, recruiters at Fortune 500 and other global companies reported plans to increase hiring from business analytics and data analytics programs (GMAC, 2026).
- AI skills are the fastest-rising employer priority. Technology, AI, and data analysis skills showed the largest year-over-year increase in importance to employers, and more than half expect skills in using AI tools to grow in importance over the next five years (GMAC Corporate Recruiters Survey, 2026).
- The field is growing much faster than average. The U.S. Bureau of Labor Statistics projects 34 percent employment growth for data scientists from 2024 to 2034, against about 3 percent for all occupations, with a 2024 median annual wage of $112,590 (BLS Occupational Outlook Handbook).
- Program graduates master analytics techniques, including data wrangling, statistics, predictive modeling, data visualization, and database management, with AI assistants integrated into the work.
- Program graduates master in-demand tools, including Python, R, SQL, Tableau, Excel, MySQL, enterprise systems, and AI coding and analysis assistants such as Claude, ChatGPT, Google Gemini, and Microsoft Copilot.

Sources:

Graduate Management Admission

Council. (2026). Corporate Recruiters Survey 2026 Report. gmac.com/market-intelligence-and-research/research-library/employment-outlook/2026-corporate-recruiters-survey-report

U.S. Bureau of Labor

Statistics. (2025). Occupational Outlook Handbook: Data Scientists. bls.gov/ooh/math/data-scientists.htm

STEM Designation

The M.S.B.A. is a STEM-designated degree. For every student, that signals a quantitative, technical curriculum that employers recognize. For international students, it also extends eligibility for Optional Practical Training. Details: **govst.edu/ois**

Assurance of Quality

AACSB accreditation is the highest sign of quality among business programs, held by fewer than six percent of business schools worldwide, and demonstrates the relevance and currency of our faculty, programs, and courses.

Learn More!

Take the next step. Contact an academic advisor today.

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