

# DATA ANALYTICS FOR BUSINESS (MS)

## Program Description

School of Business, Government, and Economics Faculty (<http://spu.edu/academics/school-of-business-and-economics/faculty-staff-directory/?d=All&f=Faculty>)

School of Business, Government, and Economics Graduate Programs Website (<http://spu.edu/academics/school-of-business-and-economics/graduate-programs/>)

The Master of Science in Data Analytics program at Seattle Pacific University provides you with the skills and knowledge necessary to excel as a professional in the data analytics field. It is available for on-campus based learning in the hybrid format or completely in the online format. (The online channel of the program is not available for international students seeking to attend on an F-1 visa.)

The STEM designated MS-DAB program enhances your past academic work and professional experience, preparing you to become more effective in current responsibilities or to open opportunities for new responsibilities. It is intended primarily for career entry and early-career working professionals who recognize the need to develop and expand knowledge and expertise in the field.

Seattle Pacific's School of Business, Government, and Economics is committed to providing you with an applied, experiential, and collaborative learning environment in which business and Christian faith, ethics, and character are integrated.

The objectives of the program are to develop your abilities to do the following:

- Provide values-based leadership to the data analytics activities in organizations.
- Evaluate the effects of data analytics on organizations and personnel, with the specific aim of providing meaningful and creative work; respecting the dignity of persons; and acting with justice and integrity in relationships.
- Apply in-depth knowledge of data analytics to real-world problems.
- Communicate effectively, work in teams, and self-assess personal abilities, strengths, and weaknesses.

## Admission Requirements

Generally, you must have at least a 3.0 GPA in your undergraduate studies. Prior work experience is not required. GRE test scores are optional. Applicants with less than a 3.0 GPA may be considered if their GRE (or similar) test score indicates potential success.

Applicants must submit the following:

- Online application (<http://admissions.spu.edu/apply/>) and \$50 application processing fee.
- Current résumé
- Official transcript(s) from colleges or universities attended. Include the transcript from the institution that granted your bachelor's degree with the posted degree appearing on the transcript. Also send official transcripts for all institutions attended following your undergraduate

degree, as well as any other schools where you earned credits that may be used to request waivers of business foundation courses.

- GRE (Graduate Record Examination) scores (optional). GRE scores above 295 (150 verbal; 145 quantitative) are preferred. For the GRE, the SPU school code is 4694. The GMAT (Graduate Management Admission Test) may also be accepted, and scores above 500 (25 verbal; 30 quantitative; 4.4 analytical writing) are preferred. For the GMAT, the SPU school code is C9FD273.
- Personal statement (3–4 pages) responding to the essay questions listed in the online application.
- Two professional letters of recommendation listed in the online application (optional).

## Language Proficiency

SPU considers you to be a native English speaker if both your primary and secondary education took place in Australia, Canada (other than Quebec), Great Britain, Ireland, New Zealand, or the United States (other than Puerto Rico).

If you are a non-native English speaker, you will need to demonstrate English proficiency, regardless of English language studies or academic history.

To demonstrate language proficiency, submit:

- an official TOEFL (<http://www.ets.org/toefl/>) score of at least 86 on the iBT
- an official IELTS (<http://www.ielts.org/en-us/>) score of at least 6.5, or
- an official Duolingo score of at least 110.

Otherwise, strong applicants with a TOEFL score of 68-85 (IELTS 6.0) may be probationally or conditionally admitted with the requirement to successfully complete SPU approved ESL coursework prior to or at the outset of enrollment and continuing as needed.

You may be exempted from the English proficiency testing requirement if you have earned baccalaureate or advanced degrees at Seattle Pacific University, at another regionally accredited college or university in the U.S., or at an accredited university in Australia, Canada (other than Quebec), Great Britain, Ireland, or New Zealand.

## International Applicants

In addition to the requirements above, international students must submit:

- Official financial statement reflecting financial support equivalent to the cost of the first year of graduate study. Complete the Declaration of International Student Finances form (<http://spu.edu/-/media/catalogs/gr-20223/documents/declaration-of-international-student-finances-current22.ashx>) (PDF) and send it to the address listed on the form, along with an original bank statement and copy of your passport (front and back).
- For non-U.S. transcripts, provide a transcript evaluation by World Education Services (WES) (<http://www.wes.org/>) or Foundation for International Services Inc. (FIS) (<http://www.fis-web.com/>). (A course-by-course evaluation is needed to determine if any business foundations have been satisfied.) In addition to the evaluation report, all official transcripts must be submitted in English. International applicants are responsible for all costs associated with translation.

## Conditional Admission

You may request conditional admittance into the School of Business, Government, and Economics under these conditions:

- You are a student who needs an F-1 visa to study in the United States.
- You have graduated from an accredited four-year institution. Your transcript must show completion of a bachelor's degree from an accredited institution.
- You have achieved at least a 3.0 GPA on the U.S. 4.0 scale.

If approved, you will receive a *Conditional Letter of Admission* from SPU. Conditional admission assures that you will be considered for admission, if you satisfy all admission requirements at the time of your intended enrollment.

Please complete this request conditional admission to a graduate program (<http://spu.edu/academics/school-of-business-and-economics/graduate-programs/conditional-admission-request-form/>) in the SPU School of Business, Government, and Economics.

## Application Deadlines

Your application for admission, application fee, and personal statement must be received by the dates listed below. Recommendation letters, transcripts and test scores must arrive before an admission decision can be made.

- Autumn Quarter: August 1
- Winter Quarter: November 1
- Spring Quarter: February 1
- Summer: May 1

## International Applicants with F1 Visa

International applicants who do not need an F1 visa may adhere to the above deadlines. The following deadlines apply to those who do require an F1 visa.

- Autumn Quarter: June 1
- Winter Quarter: September 1
- Spring Quarter: December 1
- Summer: Admission not available

The online delivery format of the program has fall intake only.

## Prequalified

Qualified individuals may take up to five courses if they have:

- An undergraduate degree (as evidenced by an official transcript from an accredited institution), and
- A 3.0 minimum cumulative undergraduate GPA.

Prequalified students must apply for admission to take additional courses. Prequalified status does not guarantee future admission.

## Contact

Admission materials should be directed to Graduate Admissions (<http://spu.edu/graduate-admissions/>). If you have questions, please contact the SBGE graduate program coordinator.

- Email: [SBGE-grad@spu.edu](mailto:SBGE-grad@spu.edu)
- Phone: 206-281-2888

## Curriculum

The MS-DAB program develops readiness to act as a purpose-driven data analytics leader. The curriculum consists of core and specialized courses. A minimum of 46 credits must be earned, at least 36 of which must be completed at SPU. That is, you may transfer a maximum of three courses (9 credits) from other AACSB accredited institutions with the approval of the program chair.

## Core and Specialized Courses

The core responsible leadership courses prepare you for acting as a responsible leader. The specialized data analytics courses prepare you to gather, prepare and analyze data, to discern insights, and to inform decision-makers in pursuit of improved organizational performance.

You may not fulfill these courses by undergraduate coursework; transfer credit will be given only for graduate-level courses covering the same body of knowledge from other AACSB institutions.

## Prerequisite Foundation Courses and Skills

Prerequisite business foundation coursework includes 4 credits:

Code	Title	Credits
BUS 6150	Managerial Marketing	2
BUS 6171	Statistics for Business Decisions	2
<b>Total Credits</b>		<b>4</b>

This coursework may be satisfied by prior coursework or may be completed at SPU. Possession of the Microsoft Office® User Certificate in Excel® is also a prerequisite.

In the following circumstances, your coursework completed at the undergraduate level prior to admission to the program may fulfill one or more business foundation courses.

If you earned a bachelor's degree within seven years of admission to the program that included courses covering the same body of knowledge as foundations courses:

- Courses in which you earned a minimum grade of "B" may fulfill foundation courses with comparable content. (See below if the grade was less than B.)
- A course taken for pass/no credit cannot fulfill a foundation course requirement.

If you completed a bachelor's degree more than seven years prior to admission to the program, or if the grade in the undergraduate course is below "B" but not below "C+":

- You may take a competency examination in the subject.
- Competency tests must be completed within the year following your date of admission to the program.
- If the competency examination is successfully completed, the applicable foundation course will be considered fulfilled.
- If you do not successfully complete the competency exam, you must take the graduate course or complete it via credit by examination for which tuition and an examination fee are charged.

# Data Analytics for Business (MS)

46 Credits Minimum

Code	Title	Credits
<b>Business Foundations <sup>1</sup></b>		
BUS 6150	Managerial Marketing	2
BUS 6171	Statistics for Business Decisions	2
Section Credits Required		4
<b>Responsible Leadership Courses</b>		
BUS 6201	Christian Values, Ethics and the Marketplace	2
ISM 6225	Information: Ethics and the Common Good	2
BUS 6260	Managerial Communication	2
BUS 6266	Purpose Driven Leadership	2
BUS 6305	Leading in Culturally Diverse Contexts	2
BUS 6937	Responsible Leadership Consulting Practicum	2
Section Credits Required		12
<b>Specialized Data Analytics Courses</b>		
ISM 6002	Intro to Data Analytics	3
ISM 6212	Database Management and Warehousing	3
ISM 6255	Knowledge Management and Business Intelligence	3
ISM 6353	Programming for Data Analytics: Python Machine Learning	3
ISM 6354	Programming for Data Analytics: R	3
ISM 6358	Decision Making with Business Intelligence and Analytics	3
or ISM 6930	Information Systems Management Consulting Practicum	
ISM 6359	Data Mining	3
ISM 6361	Data Visualization	3
ISM 6362	Big Data and Cloud-Based Tools	3
Section Credits Required		27
<b>Specialized Data Analytics Elective</b>		<b>3</b>
BUS 6309	People Analytics	
BUS 6351	Marketing Analytics <sup>[edited]</sup>	
ISM 6331	Information Systems Security	
Section Credits Required		3
<b>Total Credits</b>		<b>46</b>

1

Fulfill through 5000-level or 6000-level coursework

## Additional Requirements and Information

- Minimum 45 cr approved 5000-6999 coursework required.
- Microsoft Excel Certification Requirement.