



BAUER MS

Business Analytics

BAUER
COLLEGE OF BUSINESS
UNIVERSITY of HOUSTON

BAUER. A MASTERS WITH INTELLIGENCE.

Data is the beating heart of modern business. With an MS in Business Analytics from Bauer College of Business, you'll get the skills you need to shape tomorrow's world, and the professional network to chart your own path.

The MS in Business Analytics offers two tracks: Data Analytics, and Data Management. Whichever track you choose, you'll get hands-on learning experience directed by expert faculty who are leaders in their fields and whose thought leadership is helping to define this ever-changing space.

Welcome to Bauer. The next move is yours.

Visit bauer.uh.edu/msprograms to start your pre-application today.

PROGRAM HIGHLIGHTS

Why Choose Bauer?



MASTER THE COLLISION OF DATA & AI

Learn to apply Advanced Modeling and AI applied to business scenarios using R and Python.



LEARN FROM THE BEST

Our expert faculty are leaders in their fields, and give hands-on learning experiences.



DEVELOP LEADERSHIP SKILLS

You'll understand how data drives decision-making in corporate settings.



UNDERSTAND DIVERSE INDUSTRIES

Know how data is used everywhere from security and medicine, to engineering and business operations.



CHOOSE THE TRACK FOR YOU

Choose between tracks in Data Analytics, and Data Management.

Visit bauer.uh.edu/msprograms to start your pre-application today.

A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a dark blue, textured sweater. The background is softly blurred, showing a light-colored wall and a wooden desk.

PROGRAM HIGHLIGHTS

At Bauer, We Believe In Learning By Doing.

That's why when you pursue an MS in Business Analytics at Bauer, you won't just sit in class and take notes – you'll dive right in with hands-on, analytical learning from Day 1. Bauer's MS in Business Analytics program will provide you with the tools and skills that top employers are looking for in our increasingly data-driven world. No matter your background or discipline, you'll be exposed to a plethora of experiential learning and networking opportunities.

Get the skills you need to stand out, and to lead the businesses of tomorrow, today. Come to Bauer.

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FEATURED: HOUSTON & AI

HOUSTON: AT THE INTERSECTION OF AI & BUSINESS

Not only is Houston a city with a thriving business culture, but it is also a hotbed of AI, data, and innovation. A recent survey from Accenture found that 65% of Houston-based businesses are building AI into their current operations and long-term plans, and forward-thinking investment includes many of the city's oil industry power players.

What does that mean for you? Pursuing your MS in Business Analytics from Bauer gives you marketable skills in a business environment that understands just how valuable you are. Those skills, with the Bauer degree, will put you into play as a valuable asset for these innovative businesses. And with Bauer's broad and deep alumni network – both in Houston, and beyond – you'll have an inside track at landing lucrative, influential, data-centric jobs that will drive the businesses of tomorrow.

GET READY FOR TOMORROW, TODAY.

Whether it's in Houston or beyond,
get the experience you need to take
you where you want to go.

Start your application today.

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