

# Master of Science in Business Analytics & Applied Artificial Intelligence (MSBAAI)

**Overview:** Our online **Master of Science in Business Analytics & Applied Artificial Intelligence (MSBAAI)** has been developed to prepare strategic, quantitative and technological skills equipped business leaders to meet the demands of an increasingly dynamic work environment immersed in big data, advanced analytics and artificially intelligent technologies. The MSBAAI program is expected to appeal to thought leadership seeking executives and adult learners and is expected to meet the academic needs of a global audience - this exceptional program which will provide students with the domain knowledge, industry exposure opportunities and applied skills required for success.

**1. Program Mission:** The MSBAAI program purposes to prepare strategic, quantitative and technological skills equipped business leaders and managers to meet the demands of an increasingly dynamic work environment immersed in big data, advanced analytics and artificially intelligent technologies.

**2. Program Learning Outcomes:** Upon successful completion of this course, the graduate will be able to:

- a) Create data driven insights into business scenarios using analytics methods and models.
- b) Analyze structured and unstructured data and create effective data visualization.
- c) Apply conceptual understanding to create applied artificial intelligence solutions.
- d) Understand, apply and evaluate ethical principles for analytics and applied artificial intelligence.

### 3. Course information:

| Credit Hours | Nu. | Course ID | Course Title                             |
|--------------|-----|-----------|--|
| 3            | 1   | BAAI 700  | Business Analytics for Managers          |
| 3            | 2   | BAAI 710  | Big Data: Management & Applications      |
| 3            | 3   | BAAI 720  | Data Visualization & Data Mining         |
| 3            | 4   | BAAI 730  | Data, AI, Ethics & Leadership            |
| 3            | 6   | BAAI 740  | Data Science Applications & Technologies |
| 3            | 5   | BAAI 750  | Textual & Social Media Analytics         |
| 3            | 7   | BAAI 760  | Practicum                                |
| 3            | 8   | BAAI 770  | Machine Learning                         |
| 3            | 9   | BAAI 780  | Artificial Intelligence Seminar          |
| 3            | 10  | BAAI 790  | BAAI Capstone                            |

**Curriculum: 30** Credit Hours