BUSINESS ADMINISTRATION, MASTER OF (M.B.A.)/DECISION ANALYTICS, MASTER OF (M.D.A.) [DUAL DEGREE]

Advanced study in business administration and decision analytics is available through a dual degree program sponsored by the School of Business.

The dual degree Master of Business Administration and Master of Decision Analytics program allows students to earn two degrees with a minimum of 63 graduate credits rather than the 75 graduate credits necessary if the two degrees were pursued separately. This efficiency lowers the overall cost of tuition while also reducing time to earning both degrees.

Prerequisite and/or foundation courses may effectively increase the number of credits needed to earn the degrees.

Program goals

The objectives of this dual degree program are to:

- Prepare individuals to be effective leaders and managers in today's data-driven world
- Equip individuals with tools and techniques that optimize managerial decisions
- Provide the ability to organize and analyze data for decision-making as it relates to achieving strategic organizational goals and data-driven decision analytics systems for decision-making and effective governance throughout the organization
- Development of interpersonal and professional skills critical to business, including communication and presentation skills, leadership and management, and situational awareness, among others

Among the many benefits offered by participation in the dual degree program are the following:

- Complementing the general management skills obtained in the M.B.A. with a solid specialization in data analytics for managerial decision-making
- Acquiring a high degree of competency with specialized knowledge unique to data management and decision analytics
- Enhanced ability to effectively compete for managerial positions across a wide spectrum of levels in today's organizations where increasing emphasis is on data-driven decisions
- Enhanced job prospects — particularly for candidates intending to switch careers or striving to move up within their organizations
- The ability to effectively complete both degrees within a shorter time frame with considerable time and tuition savings through the 12 shared credits

The diplomas for this dual degree program may be awarded sequentially or simultaneously. Students are not required to begin both programs in the same semester, but must be enrolled in both degrees for at least one semester prior to graduation from either program for credits to be shared across programs.

Student learning outcomes

See each degree program page for student learning outcomes.

Other information

Advising

A program manager will serve as an adviser and administrative liaison for students. The assigned program manager will assist in developing a plan of study to meet the curriculum requirements of both programs. A faculty adviser from the Department of Supply Chain Management and Analytics will help students consider electives that will best serve their professional goals.

Admission requirements

Students must officially apply and be admitted to each degree program separately before the pursuit of the dual degree program may begin. It is not required to begin both programs in the same semester. View the application requirements for each program for additional details.

Degree requirements

Students must complete a minimum of 60 total credits to earn the Master of Business Administration and Master of Decision Analytics. Students without sufficient background in analytics may be required to first complete prerequisite course work.

A total of 12 credits may be counted toward both programs:

Course	Title	Hours
INFO 601	Database Management (core requirement for M.D.A.; satisfies M.B.A. elective)	3
INFO 642	Artificial Intelligence for Business Applications (core requirement for M.D.A.; satisfies M.B.A. elective)	3
INFO 645	Prescriptive Analytics (core requirement for M.D.A.; satisfies M.B.A. elective)	3
INFO 648	Business Data Analytics (core requirement for M.D.A.; satisfies M.B.A. elective)	3

The diplomas for this dual degree program may be awarded sequentially or simultaneously.

Curriculum requirements for the dual degree

Course	Title	Hours
M.B.A. requirements		
• Required courses		
ACCT 507	Fundamentals of Accounting	3
ACCT 608	Managerial Accounting Concepts	3
ECON 610	Managerial Economics	3
FIRE 520	Financial Concepts of Management	3
INFO 661	Information Systems for Managers	3
MGMT 641	Leading People and Organizations	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
SCMA 524	Statistical Fundamentals for Business Management	3

SCMA 675	Operations Management	3
• Electives		
Satisfied by INFO 601, INFO 642, INFO 645 and INFO 648		12
M.D.A. requirements		
• Required courses		
INFO 601	Database Management (satisfies M.B.A. elective)	3
INFO 642	Artificial Intelligence for Business Applications (satisfies M.B.A. elective)	3
INFO 645	Prescriptive Analytics (satisfies M.B.A. elective)	3
INFO 648	Business Data Analytics (satisfies M.B.A. elective)	3
SCMA 632	Statistical Analysis and Modeling	3
• Approved electives		15
Select an additional 15 credits from the following:		
ECON 612	Econometrics	
ECON 614	Mathematical Economics	
ECON 617	Financial Markets	
ECON 641	Econometric Time-series Analysis	
ECON 642	Panel and Nonlinear Methods in Econometrics	
FIRE 540	Financial Analytics	
FIRE 610	Financial Modeling and Analysis	
FIRE 629	Cases in Real Estate	
FIRE 635	Investments and Security Analysis	
INFO 511	Practical and Structural Data Improvements with AI	
INFO 532	Practical Process Rethinking with AI	
INFO 609	Data-centric Analysis/Planning	
INFO 664	Information Systems for Business Intelligence	
MGMT 642	Business Policy and Strategy	
MKTG 673	Marketing Research	
MKTG 678	Marketing Analytics	
SCMA 602	Global Supply Chain Management	
SCMA 603	SAP ERP and Supply Chain Management	
SCMA 606	Supply Chain Innovation	
SCMA 677	Quality Management and Six Sigma	
SCMA 691	Topics in Supply Chain Management and Analytics	
SCMA 697	Guided Study in Supply Chain Management	
STAT 642	Design and Analysis of Experiments I	
STAT 643	Applied Linear Regression	
STAT 650	Design and Analysis of Response Surface Experiments	
Total Hours		**60**

The minimum number of graduate credit hours required for this dual degree is 60.

Sample plan of study

What follows is an example plan that meets the prescribed requirements. Students may work with their adviser to consider an individual enrollment plan that best meets their goals. Part-time enrollment and summer courses may be considered.

Year one		
Fall semester		**Hours**
ACCT 507	Fundamentals of Accounting	3
FIRE 520	Financial Concepts of Management	3
INFO 601	Database Management (satisfies M.D.A. elective)	3
SCMA 524	Statistical Fundamentals for Business Management	3
	Term Hours:	**12**
Spring semester		
ECON 610	Managerial Economics	3
INFO 661	Information Systems for Managers	3
MGMT 641	Leading People and Organizations	3
SCMA 675	Operations Management	3
	Term Hours:	**12**
Year two		
Fall semester		
ACCT 608	Managerial Accounting Concepts	3
FIRE 623	Financial Management	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
	Term Hours:	**12**
Spring semester		
INFO 642	Artificial Intelligence for Business Applications (satisfies M.D.A. elective)	3
INFO 645	Prescriptive Analytics (satisfies M.D.A. elective)	3
Approved M.D.A. electives		6
	Term Hours:	**12**
Year three		
Fall semester		
INFO 648	Business Data Analytics	3
SCMA 632	Statistical Analysis and Modeling	3
Approved M.D.A. electives		6
	Term Hours:	**12**
	Total Hours:	**60**

The minimum number of graduate credit hours required for this dual degree is 60.

Contact
Austen Gouldman
gouldmana@vcu.edu
(804) 828-4622

Additional contact
Graduate Studies in Business
gsib@vcu.edu
(804) 828-4622

Program website: business.vcu.edu/academics/mba-options (https://business.vcu.edu/academics/mba-options/)