

DECISION ANALYTICS, MASTER OF (M.D.A.) WITH A CONCENTRATION IN MARKETING ANALYTICS

Program accreditation

Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>)

Program goal

The Master of Decision Analytics provides students with knowledge of the statistical, mathematical and scientific skills and experience necessary to utilize advanced methods of data analysis for business decision-making.

Student learning goals

Students will be able to examine a situation/problem to determine a relevant data-driven analysis to provide valuable information for decision makers and apply advanced analytical and quantitative skills to the decision problems of businesses, organizations and society. Students will be able to communicate analysis information and recommended decisions in a clear, ethical and transparent manner.

Student learning outcomes

Master of Decision Analytics core outcomes

- Database structures and query:** Students will have an understanding of basic database structures, be able to query databases and organize data for analysis.
- Quantitative skills:** Students will be able to identify appropriate data analysis approaches to address real-world problems. They will be able to perform the analysis using commercial software.
- Problem formulation:** Students will have the knowledge, skills and practice to take nonquantitative and perhaps ill-formed problems and issues and determine ways objective analysis can bring organization and insight to them. They will be able to determine data requirements and query available databases.
- Analytics applications:** Students will experience various applications of analytics in real situations.
- Technical communications and teamwork:** Students will be able to communicate analytical analysis and results effectively to nonquantitative audiences, and will develop skills in organizing, interacting and analyzing real problems as members of a team.

Marketing analytics concentration-specific outcome

- Marketing analytic insights:** Students will be able to analyze marketing data to evaluate marketing efforts and identify strategic marketing insights.

VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all

graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the **Graduate School website** and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the academic regulations section for additional information on academic regulations for graduate students.

Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master's or doctoral status according to the degree candidacy requirements of the student's graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student's faculty regarding the student's academic achievements and the student's readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the academic regulations section for additional information on degree candidacy requirements.

Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the academic regulations section for additional information on graduation requirements.

Other information

School of Business **policies and procedures for graduate students** are available on the school's website.

Apply online today. (<https://www.vcu.edu/admissions/apply/graduate/>)

Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.D.A.	Fall	Jul 1	
	Spring	Nov 1	
	Summer	Mar 1	

In addition to the general admission requirements of the VCU Graduate School (<http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements/>), applicants must submit an up-to-date resume.

International applicants may be required to submit an approved English proficiency score and/or course-by-course international transcript evaluation.

All applicants may opt to submit a GMAT or GRE score for consideration. Additional information can be found on the Graduate Studies in Business webpage (<https://business.vcu.edu/prospective-students/graduate/admissions/#sob-content-1801062>).

Degree requirements

The decision analytics degree provides students with knowledge of quantitative skills and experience in analyzing problems and using data for decision-making in a business environment. Depending upon individual student interests and adviser approval, the required nucleus is supplemented with relevant elective courses from within the School of Business or from outside departments.

In addition to the VCU Graduate School graduation requirements (<http://bulletin.vcu.edu/academic-regs/grad/graduation-info/>):

1. All students must have completed a course in calculus. Students must also be proficient at an intermediate level with a spreadsheet. These prerequisites can be met after admission to the program.
2. At the time of application, all undergraduate and graduate transcripts will be reviewed to determine if the following prerequisite courses and/or foundation course may be waived. A waiver may be awarded when a student demonstrates equivalent knowledge, such as completing the required undergraduate equivalent course to the satisfaction of the admission committee.

Prerequisite undergraduate and/or foundation courses

[Prerequisite and/or foundation courses](#) may be waived for students who present satisfactory equivalent preparation at either the [undergraduate](#) or graduate level. This determination is made by the faculty adviser at the time of admission.

Course	Title	Hours
Prerequisite undergraduate courses		
SCMA 212	Differential Calculus and Optimization for Business	3
or MATH 200	Calculus with Analytic Geometry I	
SCMA 301	Business Statistics I	3
Foundation course		
SCMA 524	Statistical Fundamentals for Business Management	3

Curriculum requirements

Course	Title	Hours
Required core courses		
INFO 601	Database Management	3
INFO 645	Prescriptive Analytics	3
INFO 648	Business Data Analytics	3
SCMA 632	Statistical Analysis and Modeling	3
SCMA 642	Decision and Risk Analytics	3
Concentration courses		
MKTG 671	Marketing Management	3

MKTG 675	Digital Marketing	3
MKTG 678	Marketing Analytics	3

Approved electives

Select six credits from the following:		
ACCT 507	Fundamentals of Accounting	3
ACCT 608	Managerial Accounting Concepts	3
ACCT 620	Accounting Research	3
ACCT 621	Accounting Analytics	3
ECON 501	Introduction to Econometrics	3
ECON 612	Econometrics	3
ECON 614	Mathematical Economics	3
ECON 641	Econometric Time-series Analysis	3
ECON 642	Panel and Nonlinear Methods in Econometrics	3
FIRE 520	Financial Concepts of Management	3
FIRE 540	Financial Analytics	3
FIRE 610	Financial Modeling and Analysis	3
FIRE 615	Foundations in Real Estate	3
FIRE 621	Cases in Financial Management	3
FIRE 622	Financial Intermediation and Analysis of Fixed-income Securities	3
FIRE 623	Financial Management	3
FIRE 626	Risk Management	3
FIRE 627	Real Estate Development	3
FIRE 629	Cases in Real Estate	3
FIRE 630	Real Estate Valuation	3
FIRE 635	Investments and Security Analysis	3
FIRE 650	Derivatives	3
FIRE 658	Real Estate Finance and Investments	3
INFO 602	Big Data Analytics with Cloud Platforms	3
INFO 611	Data Re-engineering	3
INFO 617	Text Analytics	3
INFO 620	Data Communications	3
INFO 632	Business Process Re-engineering	3
INFO 635	Ethical, Social and Legal Issues in Computer and Information Systems Security	3
INFO 636	Securing Cloud Infrastructure	3
INFO 637	Introduction to Digital Forensics	3
INFO 644	Principles of Computer and Information Systems Security	3
INFO 646	Security Policy Formulation and Implementation	3
INFO 658	Securing the Internet of Things	3
INFO 664	Information Systems for Business Intelligence	3
MGMT 642	Business Policy and Strategy	3
MGMT 655	Entrepreneurship	3
MGMT 657	Corporate Entrepreneurship	3
MKTG 676	Social Media Research	3
MKTG 679	Brand Strategy	3
SCMA 602	Global Supply Chain Management	3

SCMA 603	SAP ERP and Supply Chain Management
SCMA 606	Supply Chain Innovation
SCMA 615	Strategic Logistics Management
SCMA 669	Developing and Implementing Forecasting Methods for Business
SCMA 675	Operations Management
SCMA 677	Quality Management and Six Sigma
Total Hours	30

The minimum number of graduate credit hours required for this degree is 30.

Contact

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Additional contact

Graduate Studies in Business
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Program website: business.vcu.edu/academics/supply-chain-management-and-analytics/master-of-decision-analytics-evening-format/
 (http://business.vcu.edu/academics/supply-chain-management-and-analytics/master-of-decision-analytics-evening-format/)