

Master of

BUSINESS DATA ANALYTICS

**USE DATA
TO UNLOCK
INSIGHTS AND
DRIVE SUCCESS**



The Master of Business Data Analytics (MBDA) is designed to integrate business acumen with advanced analytical skills. Graduates of this program will be equipped to effectively apply data-intensive methods to analyze and inform decision-making across various fields of business and economics. This program prepares students for positions in both the public and private sectors, where business analysts play a crucial role in conducting research and assuming key business functions.

Program Objectives

The MBDA program empowers students to:

- apply numerical, graphical and statistical techniques to drive informed and enhanced business decisions
- gain in-depth knowledge of machine learning techniques, web analytics, artificial intelligence applications and analysis of unstructured data
- master database management principles, including the design of logical data models, database structuring and the practical application of SQL for data retrieval and management
- develop expertise in data visualization and digital strategy techniques to explore, interpret and communicate data effectively

Learning Outcomes

Graduates of the MBDA program will be prepared to:

- integrate cross-disciplinary knowledge to solve complex business problems using a research-informed approach
- examine principles of ethics and social responsibility to analyze and reflect on the management of relationships between a business enterprise and its key internal and external stakeholders
- demonstrate advanced cognitive, creative and leadership competences in team collaboration, effective writing and presentations
- analyze business challenges using justified research methods and approaches
- formulate, evaluate and select from competing alternative solutions and design actionable implementation strategies

Admission Requirements

In addition to meeting the university's general requirements for admission to graduate degree programs, applicants must either complete the MBDA Admissions Test (administered through the AUS Testing Center) or provide a GMAT score. The test score is evaluated alongside the applicant's work experience and undergraduate GPA, with particular emphasis on the last two years of study.

Degree Requirements

To qualify for graduation with an MBDA, students must successfully complete a minimum of 30 credit hours of online courses, including:

Required Core Courses (9 credits)

MBA 601: Economics for Managers

MBA 603: Introduction to Business Analytics

MBA 610: Financial Statement Analysis and Capital Budgeting

Business Data Analytics Courses (21 credits)

BDA 620: Introduction to Python for Business Data Analytics

BDA 621: Database Management

BDA 622: Digital Strategy and Innovation

BDA 623: Advanced Business Data Analytics

BDA 624: Advanced Data Visualization

BDA 625: Data Mining and Machine Learning

BDA 626: Data Analytics Applications for Business

Course Timings and Program Duration

The MBDA program is delivered fully online, with classes held **Monday through Thursday, from 6:00 p.m. to 9:00 p.m.** Designed for working professionals, the program enables students to balance their career and academic goals, with most completing the degree in two years.

Program Faculty

Our distinguished faculty members are accomplished academics and industry experts who bring extensive practical experience to the classroom. They possess strong expertise in quantitative and qualitative research methods and have published extensively in top-tier journals. Committed to interdisciplinary research, they actively engage in international collaborations, further enriching the academic environment.

Flexible Learning for Professionals

Our fully online program offers working professionals the flexibility to balance their career and education, providing added convenience for busy schedules. With all classes conducted online, you can learn on your own schedule, anytime and anywhere.

Did You Know?

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- By choosing AUS, you are not just earning a degree; you're gaining a competitive edge in the rapidly growing field of business data analytics.
- Our industry-integrated curriculum bridges classroom learning with real-world experience, allowing you to work on hands-on projects developed in collaboration with leading companies.

Why SBA?



- **#8 (tied) MBA in the Middle East** and Africa and among **the top 200 in the world** (2025)
- **#2 (tied) in the UAE** for business and management studies (2025)
- **Top 3 universities** in the UAE (2026)
- **#1 in employer reputation** in the UAE (2026)
- **Top 10 universities in the Arab world** for 10 years (2025)
- **Top 18 percent** of the world's ranked universities (2026)



- **Top five universities** in the world with the **highest percentage of international students** (2024)
- **Top 150 universities** in Asia (2025)



AUS has been named a Sustainability Tracking, Assessment and Rating System (STARS) **Gold Institution** by the Association for the Advancement of Sustainability in Higher Education (AASHE) based on its accomplishments in campus sustainability.



SBA is **accredited** by the prestigious Association to **Advance Collegiate Schools of Business** (AACSB).



Bloomberg has granted AUS **Experiential Learning Partner** status. AUS is the first university in the region and one of only 35 universities worldwide to receive this prestigious accolade.



- **86 percent of SBA faculty hold professorial ranks**, having earned their PhDs from AACSB-accredited, predominantly North American universities.
- SBA's **student to faculty ratio is 15:1**.



- SBA is home to the region's **first interactive trading** floor, a replica of the trading firms of Wall Street or the Dubai Financial District.
- SBA maintains **strong connections with the business world** through **professional seminars, real-world projects and research**, and a **global network of successful AUS alumni**.

Find out more:

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