Get ahead in the world with a degree in Business Analytics, and maximize the potential from your undergraduate accounting degree. Business analytics is an interdisciplinary field of study that uses internal and external data to make informed decisions. Business analytics applies tools such as database management, programming, statistics, operations research and artificial intelligence.

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Master of Science in Business Analytics
Accounting

Accounting analytics deals with how data is used to drive financial performance and to forecast future financial scenarios. While many accounting and financial organizations deliver data, accounting analytics deploys that data to deliver insights in its domain as well as into other business areas including consumer behavior predictions, corporate strategy, risk management, performance optimization, and more.

"Believe in your decisions. Have confidence in your data and analytics. In a global environment defined by constant disruption, business leaders need to be confident in their decisions. And that means being confident in their data, their algorithms and their analytics capabilities." KPMG.com

The Upstate core Master of Science in Business Analytics (MSBA) program covers business analytics in general. Elective accounting courses apply many of the general analytics techniques to accounting and auditing issues and allows students that have an accounting undergraduate degree to complete the education requirements for their CPA license.

Core Courses
- Introduction to Business Analytics and Visualization
- Programming for Analytics
- Database Design, Management, and Mining
- Predictive Analytics
- Prescriptive Analytics
- Business Process and Supply Chain Analytics
- Capstone: Applied Learning

Accounting Elective Courses
- Accounting Analytics
- Advanced and International Analytics
- Financial Statement Analytics

1 Full time students can complete the MSBA degree program in **one academic year** (Fall, Spring, and Summer)

$ **Median annual salary** for business analytics managers with a master's degree is $113,450 - $121,084 (www1.salary.com)

Audit analytics helps drive a more efficient and effective audit strategy. Audit analytics bring greater value to external audit processes through the analysis of large data sets. Audit analytics aids in the usage of growing storehouses of audit information helping mine large data sets, "big data" to deliver subsets of high-value information for the auditor to evaluate. This improves both audit quality as well as the value of business insights an auditor is able to deliver.

"As the role of the auditor becomes more strategic and insightful, audit professionals require enhanced skills, including strong capabilities and experience with data analytics." Tom Davenport, Deloitte.com

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