

MS in Business Analytics

Spring 2027 Cohort • Full or Part-Time Options • Chandler, AZ



A Featured RISE Program

Reskilling for Impact, Scale & Enterprise Leadership

**YOUR NEXT DATA LEADERS ARE
ALREADY ON YOUR PAYROLL**

**1 Evening
Per week**

In-person in Chandler

Relevant Outcomes

1 Data Literacy
Read, question and trust the numbers behind every decision.

2 Data Fluency
Analyze, model and automate with Python, SQL and machine learning.

3 Data Storytelling
Turn analysis into the dashboards and narratives executives act on — using modern BI tools and AI-assisted analytics.

4 AI Leadership
Lead data initiatives that move the business, leveraging AI across the work.

Flexible Design

The Program Meets Each Employee Where They Start

Technical hires waive the data foundations; business, experienced staff waive the business courses, and freed credits become advanced, AI-focused coursework. Everyone attends just **one evening a week in person**, with optional online courses through Eller's partner programs, finishing in 16–33 months at a pace that fits the job.

THE RETURN ON YOUR HIGH POTENTIAL EMPLOYEES

WHILE ENROLLED

Employees apply skills immediately — pulling, cleaning and interrogating company data without waiting on scarce specialists.

BY MID-PROGRAM

They build the models, dashboards and AI-assisted workflows that answer real business questions.

AT GRADUATION

They lead data initiatives end to end, leveraging AI across a range of tasks, and deliver real results to your organization.

CAPSTONE:

150 hours. Your project. Your data. No consultants.

The Practicum is a faculty-supervised engagement scoped directly with you, run inside your organization over a semester or summer. You define the problem. We supervise the work. You keep the output.

The return: a real analytical deliverable, a deeper bench of in-house talent, and a reason your best people stay.

COSTS & SAVINGS

Tuition

\$1,150 / credit **\$1,428** / credit
Arizona resident Non-resident

Charged **per credit** — the **33-unit total** is identical full or part-time.

**The more of your team you back,
the more each one saves**

TEAM MEMBERS ENROLLED	TUITION CUT /CREDIT	SAVINGS PER EMPLOYEE
2-3 Employees	\$150	\$4,950/employee
4 or more Employees	\$250	\$8,250/employee

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Reskilling for Impact, Scale & Enterprise Leadership

Data and AI fluency is no longer a specialist skill; it's a leadership requirement. **The Eller Part-Time MSBA turns the technical and experienced people already on your payroll** into confident, AI-capable decision-makers, without taking them out of their roles.

Who You Should Send

Technical talent ready to lead

Engineers, analysts and IT professionals with strong technical skills who need business fluency and modern data & AI capability to step into decision-making roles.

Experienced leaders staying ahead

Proven, loyal professionals whose responsibilities now demand deeper data and AI skills than their training covered; upskilled in place, keeping their institutional knowledge in-house.

HOW WE MEASURE WHAT YOUR EMPLOYEES GAIN

How learning is delivered: *a 70-20-10 model*

70%

Applied Work. Hands-on practice, exercises, and company use cases leveraging large data are the bulk of every course.

20%

Mentorship & Peer Learning. Analytics workshops and speaker series; feedback loops; and faculty guidance and touchpoints on applied projects.

10%

Conceptual. Core frameworks, modeling theory, foundational assumptions, and research design.

The Four Level Evaluation Model

L1
Reaction

Are they engaged, and is it relevant to the job?

Course evaluations, analytics-workshop and speaker-series participation, and short cohort & manager pulse surveys — these feedback loops are part of the program's mentorship layer.

Captured each course / term

L2
Learning

Did they gain real knowledge and skill?

Graded coursework and applied deliverables, Python / SQL / machine-learning skill checks, and progress along the capability arc. **Data Literacy → Fluency → Storytelling → Decision Leadership.**

Per term + milestone checkpoints

L3
Behavior

Are they working differently on the job?

Manager observations, applied-project portfolios, and the in-house practicum — employees pulling and cleaning data, and building dashboards and AI-assisted workflows **inside your organization** while still enrolled.

Mid-program onward

L4
Results

Did the business change because of it?

Capstone / practicum outcomes tied to a real business question, plus the partnership payoffs: **faster decisions, less spend on outside consultants and new hires, and retention and promotion of your most capable people.**

Capstone + post-graduation

GENERATIVE AI LEADERSHIP ACCELERATOR

GALA is a highly-recommended conference to build AI leadership skills, for professionals or MSBA students.

The Generative AI Leadership Accelerator (GALA) is an elevated executive education program that goes far beyond teaching how to understand Generative AI.

Rather than classroom theory, GALA is a **4-day** hands-on, curated experience where your leaders solve real generative AI challenges directly applicable to your organization. Expert faculty guide participants every step of the way, but **the real work is yours: transforming your organization's actual problems into an actionable AI strategy.** For MSBA participants, GALA is 50% off.

Outcomes & Takeaways

- An actionable AI strategy tailored to your organization's challenges
- The confidence to lead your team through AI adoption with clarity and vision
- Understanding of where AI creates competitive advantage in your market
- Access to Expert faculty

PROGRAM CONTACT

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Scan to explore the program
& partnership options

