

# INFORMATION TECHNOLOGY MANAGEMENT, MS: AI AND DATA ANALYTICS

The Master of Science in Information Technology Management (ITM) program at the Lubar College of Business is an innovative, STEM-designated program that combines technical, managerial, and business knowledge - providing students with a unique blend of skills to address IT challenges in today's dynamic business environment.

Through a combination of rigorous core courses and advanced elective courses, students acquire a diverse skill set in information technology management and develop specialized knowledge and expertise in areas such as enterprise resource planning, business analytics, and security and risk management.

The program is designed to serve both individuals pursuing a change in career, as well as IT professionals desiring greater in-depth knowledge to advance in their careers. In addition, it will prepare students who seek admission to a PhD program. The program can be completed within one to three years, depending upon part-time or full-time enrollment status.

The Graduate Concentration in AI and Data Analytics provides the knowledge needed by professionals working in corporate, non-profit, government, and institutions. The program provides students the ability to research complex topics and to present their conclusions. Courses focus on identifying issues and providing solutions.

## Admission Requirements

### Application Deadlines

Application deadlines vary by program, please review the application deadline chart (<http://uwm.edu/graduateschool/program-deadlines/>) for specific programs. Other important dates and deadlines can be found by using the One Stop calendars (<https://uwm.edu/onestop/dates-and-deadlines/>).

### Admission

An applicant must meet Graduate School requirements plus these departmental requirements to be considered for admission to the program:

1. Submission of scores on the Graduate Management Admission Test (GMAT) (<http://uwm.edu/graduateschool/admission/#gmat>).
2. Applicants must submit a statement of purpose (1 to 2 pages on why you would like to earn your degree at the Lubar College of Business and your plans after graduation).
3. A resume is mandatory for applicants with GPAs lower than 3.0 and optional for applicants with GPAs 3.0 or higher.
4. Review by the MS-ITA Program Committee to assess academic achievement and the ability to do intensive graduate-level work.

## Credits and Courses

The MS in ITM degree is a 30-credit program and includes 15 Required credits and 15 Elective credits.

| Code                 | Title   | Credits   |
|----------------------|---|-----------|
| <b>Required</b>      |   |           |
| BUS ADM 743          | Information Privacy, Security & Continuity        | 3         |
| BUS ADM 744          | Information Technology Strategy and Management    | 3         |
| BUS ADM 747          | Service-Oriented Analysis and Design <sup>1</sup> | 3         |
| BUS ADM 749          | Data and Information Management                   | 3         |
| BUS ADM 810          | Development of Web-Based Solutions                | 3         |
| <b>Total Credits</b> |   | <b>15</b> |

<sup>1</sup> Integrating Course

## AI and Data Analytics Concentration

| Code   | Title  | Credits   |
|--|--|-----------|
| <b>Select five courses from the following:</b> |  |           |
| BUS ADM 741                                    | Web Mining and Analytics   | 3         |
| BUS ADM 742                                    | Big Data in Business   | 3         |
| BUS ADM 745                                    | Artificial Intelligence for Business   | 3         |
| BUS ADM 812                                    | Machine Learning for Business  | 3         |
| BUS ADM 813                                    | Social Media Analytics for Business  | 3         |
| BUS ADM 816                                    | Business Intelligence Technologies & Solutions   | 3         |
| BUS ADM 818                                    | Information Systems Practicum (AI/Data Analytics project only) <sup>2</sup>                  | 3         |
| BUS ADM 819                                    | Information Technology Management Internship (AI/Data Analytics placement only) <sup>2</sup> | 3         |
| <b>Total Credits</b>                           |  | <b>15</b> |

<sup>2</sup> Students may select either BUS ADM 818 or BUS ADM 819, but not both.

## Additional Requirements

### Major Professor as Advisor

Admitted students are assigned a faculty advisor who will work with the student to assemble a program of study. The advisor will monitor students' progress towards degree completion, including modification of program of study plans, if necessary.

### Time Limit

The student must complete all degree requirements within five years of initial enrollment.

## Lubar School of Business MS Learning Outcomes

Students graduating from a UWM Lubar School of Business MS program will:

- Synthesize a business case or project and produce a well-written paper.
- Gain analytical skills through the use of appropriate techniques and evidence.
- Identify and examine the concepts and techniques of financial analysis.

- Identify and analyze alternative methods for solving real world financial problems.
- Use data analytics to solve business problems.
- Explain how to implement an IT solution.
- Identify consumer behavior theories.