

New Academic Program: MS in Business Analytics and Applied AI (OSU Corvallis and OSU Ecampus)

Program Proposed Start Date

Spring 2026

Program Description

The Master of Science in Business Analytics and Applied AI will be offered by the School of Marketing, Analytics and Design in the College of Business (COB). The program will be delivered in person on the Oregon State University campus in Corvallis and online through Ecampus and prepares graduates with specialized knowledge and skills at the intersection of business intelligence, data analytics and AI technology. Students will learn to harness sophisticated analytics tools and AI algorithms to interpret complex data, derive actionable market insights and make data-driven decisions that enhance business strategies and operations.

The curriculum includes core courses in machine learning, statistical analysis, "big data" management and technologies, predictive modeling and data visualization and communication. A wide range of electives allow students to create a specialization in core business disciplines such as finance, information systems, supply chain and marketing or more interdisciplinary areas such as environmental management, public health, toxicology, and instructional design. The degree culminates in a non-thesis project or capstone where students apply their business analytics and applied artificial intelligence skills and knowledge developed in the program to solve a current real-world business challenge.

The degree prepares students for a wide range of careers such as a business intelligence analyst, market research analyst, AI product manager, operations research analyst, customer insight analyst, supply chain manager or risk management analyst.

Program Context

The MS in Business Analytics and Applied AI is a unique specialty masters' degree that explores the rapidly evolving application of AI within business contexts. The curriculum focuses on the use of business analytics to provide data-informed guidance for businesses and incorporates the application of AI in the context of this analysis. While AI is being widely adopted across OSU's catalog, this degree focuses on the business applications of AI. The degree is part of the college's plan to support the *Prosperity Widely Shared* target which calls for 30,000 students studying fully online by 2030 – aka 30x30. Nationally, specialty MS business degrees in analytics and applied AI are rapidly growing. This MS also conforms with the COB movement towards master's degrees that support interdisciplinary work (by stacking graduate certificates from both business and adjacent fields) that allows students to create specialized AI skillsets for business applications.

There are adequate library resources to support program delivery on campus in Corvallis and online through Ecampus. OSU offers student services for academic advising; financial aid; course registration; textbook purchases; a career development center; veterans' support services; experiential learning access; tutoring and student support disability services; and mental health counseling for students in all modalities.

January 15 - 16, 2026, Board of Trustees Meetings

Program Purpose/Relationship to University Mission/Strategic Plan

The MS in Business Analytics and Applied AI will significantly contribute to addressing statewide needs for additional business analysts in Oregon and will align with OSU's mission and strategic plan by contributing to sustainable global competitiveness and economic impact related to AI-enabled solutions.

Need for the Program

Portland State University offers a similar degree, but the proposed degree also has significant distinctions. There is overlap in the programs related to the business analytics curriculum but the proposed degree from OSU focuses more heavily on AI—including deep learning, generative AI and image processing and organizational design. The program emphasizes interdisciplinary work where students apply business analytics and applied AI knowledge to professional industries within business areas having high AI adoption rates and areas outside of the business realm, particularly in environmental, natural resource, and engineering management.

The degree trains graduates to become technology-informed and data-driven business analysts who provide data analysis and AI application-driven solutions. We expect, at a minimum, the following economic sectors in Oregon to benefit from graduates in this program: technology, agriculture, manufacturing, education and healthcare. Graduates will help launch AI-driven start-ups and help established businesses evolve to respond to a rapidly evolving technology ecosystem.

Program Financials

Enrollment is projected to reach 135 students by the fifth year after launch.

RECOMMENDATION

All appropriate university councils and committees and the OSU Faculty Senate have reviewed and supported the proposal. The provost recommends that the Academic Strategies Committee approve the MS in Business Analytics and Applied AI for Spring 2026, pending the approval of the Higher Education Coordinating Commission.