

# M.S. in Business Analytics

## Academic Curriculum

Course Number	Core Courses				Credits
SCH-MGMT 518	Career & Professional Development Workshop <i>(should be taken in your first semester)</i>				1
SCH-MGMT 601	Data Management for Business Leaders				3
SCH-MGMT 602	Business Intelligence and Analytics				3
SCH-MGMT 609	Business Application Development (Python)				3
SCH-MGMT 650	Business Statistics <i>(must be taken before 641, 655)</i>				3
SCH-MGMT 655	Data Mining in Business				3
SCH-MGMT 656	Project Management				3
Required Track Courses Business Foundations Track		Credits	Required Track Courses Data Analytics Track		Credits
SCH-MGMT 633	Financial & Managerial Accounting <i>(must be taken before 641)</i>	4	SCH-MGMT 657	Data Science for Business	3
SCH-MGMT 641	Fundamental Principles of Finance	3	SCH-MGMT	Analytics Elective <i>(choose from list below)</i>	3
SCH-MGMT 660 or 653 (Newton)	Marketing Strategy or Marketing Research & Analytics (Newton)	3	SCH-MGMT	Analytics Elective <i>(choose from list below)</i>	3
SCH-MGMT 680	Leadership & Organizational Behavior	3	SCH-MGMT	Analytics Elective <i>(choose from list below)</i>	3
<b>TOTAL DEGREE CREDITS**</b>		<b>32*</b>	<b>TOTAL DEGREE CREDITS**</b>		<b>31*</b>
<p><b>Analytics Electives Possible Options (subject to change)</b></p> <p><i>Review Course Descriptions and Offering Schedule on the <a href="#">MSBA Curriculum Page</a></i></p>					
657 Data Science for Business - <i>required for DA track</i> (3) 654 Advanced Financial Technologies (3) 623 Cybersecurity Risk Management (3) Applications of Artificial Intelligence in Business (3) 653 Marketing Research & Analytics (3) 663 Supply Chain Analytics (3) Data Visualization in Business (3)			662 Web Analytics in Digital Marketing (3) Mastering Agile Scrum (3) 690STE Sports Analytics (3) 688 Survey Development & Analysis (1) 669 Analytics in Social Media (1) 667 Salesforce for Marketing & Sales (1) 771 Forecasting & Futuring (1)		
Optional Focus in Advanced Analytics					Credits
Choose 9 credits of the above analytics electives (in addition to core requirements and required track courses)					9
<b>TOTAL DEGREE CREDITS with Optional Focus**</b>					<b>41/40*</b>
<p>* International students choosing to pursue CPT (Curricular Practical Training) will have an additional 1-credit independent study added to each semester they will be working at same tuition rate per credit.</p> <p>**An overall 3.0 GPA must be maintained and required to graduate.</p>					