M.S. in Business Analytics

- **University Core** (21 credits)

  Students completing a M.S. in Business Analytics will complete the following courses:

  - Business Analytics
  - Data Visualization and Communication
  - Mining for Business Intelligence
  - Database Management for Business Analytics
  - Power BI and Dashboarding
  - Business Forecasting
  - Business Analytics Capstone

- **Marketing Analytics Concentration**

  - Market Analysis and Customer Value
  - Marketing Analytics
  - And one of the following:
    - Database Marketing
    - Digital Marketing Strategy
    - Social Media Marketing
    - Marketing Research and Information Systems
    - Survey Methods
    - Multivariate Analysis

- **Global Supply Chain Analytics Concentration**

  - Global Supply Chain Management
  - Managing Quality in the Supply Chain
  - Decisions in Operations Management

- **General Concentration** (Pick three of the following):

  - Leadership and Teambuilding
  - Managing in a Global Economy
  - International Business
  - Marketing Analysis and Customer Value
  - Knowledge Management
• Applied Econometrics
• Multivariate Analysis
• Sport Analytics
• Or any course in an existing M.S. Business Analytics concentration (with the required pre-requisite course).