M.S. in Business Analytics Curriculum

M.S. in Business Analytics Core (21 credits)
Students completing a M.S. in Business Analytics will complete the following courses:
- Business Analytics
- Data Visualization and Communication
- Data Mining for Business Intelligence
- Database Management for Business Analytics
- Power BI and Dashboarding
- Business Forecasting
- Business Analytics Capstone

General Concentration (9 credits)
Pick three of the following:
- Decisions in Operations Management
- Managing in a Global Economy
- Knowledge Management
- Leadership and Team Building
- Supervised Machine Learning
- Unsupervised Machine Learning
- Global Supply Chain Management
- Managing Quality in the Supply Chain
- Hospitality and Service Analytics
- International Business
- Marketing Analysis and Customer Value
- Database Marketing
- Social Media Marketing
- Digital Marketing Strategy
- Marketing Research and Information Systems
- Marketing Analytics
- Applied Econometrics
- Multivariate Analysis
- Sport Business Analytics
- Any course in the concentrations listed below *(with required pre-requisite course)*.

Global Supply Chain Analytics Concentration (9 credits)
- Decisions in Operations Management
- Global Supply Chain Management
- Managing Quality in the Supply Chain

Hospitality and Service Analytics Concentration (9 credits)
- Hospitality and Service Analytics

And two of the following:
- Tourism, Resort & Event Management
- Special Events Management in Hospitality and Tourism
- Global Sustainable Tourism Management
- International Tourism
- Resort Operations & Management

Marketing Analytics Concentration (9 credits)
- Market Analysis and Customer Value
- Marketing Analytics

And <u>one</u> of the following:
- Decisions in Operations Management
- Survey Methods
- Database Marketing
- Social Media Marketing
- Digital Marketing Strategy
- Marketing Research and Information Systems
- Multivariate Analysis
- Supervised Machine Learning
- Unsupervised Machine Learning