



# MS Business Analytics

Summer 2023

**Summer 2023:**

**9 hours**

- ACCT 60110 Accounting and Analytics (1.5 hours)
- MARK 60110 Marketing and Analytics (1.5 hours)
- FINA 60110 Finance and Analytics (1.5 hours)
- INSC 60011 Supply Chain Management and Analytics (1.5 hours)
- BUSI 60070 Survey of Technology Analytics (1.5 hours)
- INSC 60051 Tech Boot Camp (1.5 hours)

**FIRST YEAR:**

**FALL 2023 SEMESTER Up to 10.5 hours**

- BUSI 60090 Ethics and Data Privacy (1.5 hours)
- INSC 60070 Data Visualization (1.5 hours)
- INSC 60010 Statistical Models (1.5 hours)
- INSC 60050 Business Analytics (1.5 hours)
- BUSI 66100 Career Management & Professional Development (1.5 hours)
- MSBA ELECTIVES (3 hours)

**WINTER 2024 INTERSESSION 3 hours**

- MSBA ELECTIVES (3 hours)

**SPRING 2024 SEMESTER Up to 7.5 hours**

- \*ENTR 70970 Capstone (3 hours) REG 16W
- MSBA ELECTIVES (Up to 4.5 hours)

**\*Students may apply to participate in Neeley & Associates and those who participate enroll in MANA 70773 Neeley & Associates Consulting. The application process begins during the Fall Semester.**

**Core Classes 19.5 hours**

**Elective Classes 10.5 hours**

**30 hours**

**Program notes:**

**Academic Readiness (Neeley Undergraduates Exempt)**

- ◆ Pass Excel Certification
- ◆ HBS Quants Module (online course)

**MSBA ELECTIVES: OFFERED FALL ONLY**

- ACCT 60100 Accounting Analytics (1.5 hours)
- BUSI 70200 Business Intelligence and Accounting Analytics (1.5 hours)
- MARK 70770 Marketing Research (1.5 hours)
- INSC 70970 Supply Chain Analytics (1.5 hours)

**MSBA ELECTIVES: OFFERED WINTER ONLY**

- MARK 70390 Digital Marketing Analytics (1.5 hours)
- INSC 71110 Predictive Analytics with SAP (1.5 hours)
- INSC 70970 Data Analytics with Alteryx (1.5 hours)

**MSBA ELECTIVES: OFFERED SPRING ONLY**

- MARK 70210 Analytics for Innovation (1.5 hours)
- MARK 70200 Customer Relationship Marketing (1.5 hours)
- MANA 70630 People Analytics (1.5 hours)
- ACCT 60200 Business Processes and Risk (1.5 hours)
- FINA 70523 Financial Modeling (3 hours)
- MARK 70110 Marketing Analytics (1.5 hours)
- INSC 70970 Blockchain/Crypto (1.5 hours)
- INSC 70970 Web 3.0 (1.5 hours)
- INSC 70970 Robotic Proc Automation (1.5 hours)
- INSC 70970 Cybersecurity (1.5 hours)
- INSC 70970 Machine Learning for Business (1.5 hours)