



Neeley School
of Business

GROW YOUR WORTH

MS Business Analytics

Summer 2025

Class Sequence:

SUMMER 2025 SEMESTER 7.5 hours

INSC 60051 Tech Boot Camp (1.5 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 66110 Supply Chain Management and Analytics (1.5 hours)

FALL 2025 SEMESTER Up to 10.5 hours

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

WINTER 2026 INTERSESSION 3 hours

INSC 60120 Survey of Analytics Technology (1.5 hours)
MSBA ELECTIVES (1.5 hours)

SPRING 2026 SEMESTER Up to 9 hours

*ENTR 70630 Data Analytics Entrepreneurial Capstone (3 hours) **REG 16W**
MSBA ELECTIVES (Up to 4.5 hours)

Program notes:

****A full list of Electives will be provided each semester.**

**Students may choose to participate in Neeley & Associates Consulting or in a professional internship. Students apply to participate in Neeley & Associates during the fall semester. Once accepted, they enroll in MANA 70773 Consulting Applications. Students participating in a professional internship must have their internship approved. Once approved, they enroll in BUSI 70970 Professional Internship.*

Core Requirement

19.5 hours

Electives

10.5 hours

30 hours

****MSBA ELECTIVES: USUALLY OFFERED FALL**

ACCT 60100 Cost and Profit Analytics (1.5 hours)
BUSI 70200 Business Intelligence and Accounting Analytics (1.5 hours)
MARK 70770 Marketing Research (1.5 hours)
FINA 70523 Financial Modeling (3 hours)
INSC 70600 Supply Chain Analytics (1.5 hours)

****MSBA ELECTIVES: USUALLY OFFERED WINTER**

BUSI 70300 Adv Innovations in BizTech (1.5 hours)
INSC 71100 Business Process Management (1.5 hours)
INSC 71140 ArcGIS: Analytics for Interactive Mapping (1.5 hours)
INSC 70970 Data Analytics with Alteryx (1.5 hours)

BUSI 60070 Business Simulation (1.5 hours)

****MSBA ELECTIVES: USUALLY OFFERED SPRING**

BUSI 70970 Sports Analytics (1.5 hours)
MARK 70210 Analytics for Innovation (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 70420 Leading Business Transformation (1.5 hours)
INSC 70970 Blockchain and Web3 (1.5 hours)
INSC 70440 Cybersecurity (1.5 hours)
INSC 70450 Machine Learning for Business (1.5 hours)