Informed by numbers, driven by principle.

At the intersection of numbers and values, we challenge you to do more—to look beyond the bottom line and make thoughtful choices that benefit business and society.

Learn to harness the power of analytics while also considering principles to navigate the areas of grey that arise in businesses of all sizes.
Master of Business Analytics Curriculum

Core courses are common to all tracks and include a total of 18 credits. In-track-specific courses include a total of 21 credits. Preprogram Foundations requirements vary by track but include Basics of R Programming Workshop and a choice of SPSS, SAS, or Stata workshop.

**Fall Semester Core**
- Intro to Python & Data Science, Predictive Analytics for Business Decision-Making, Prescriptive Analytics, Database Design & SQL, Big Data & Cloud Computing, Professional Business Communication

**Spring Semester Core**
- Introduction to Cybersecurity, Causal Inference, Text Mining

**In-Track Courses**


**Customer Analytics** Marketing Research, Advanced Marketing Research, Data Analysis for Brand Management, Digital Marketing, Analytics-Driven Brand Management, Customer Analytics Using Probability Models, Intensive Industry Experiential Project **Electives: 4.5 credits**

**Financial Technology Analytics** Financial Management, Advanced Corporate Finance I—Valuation, Investment Theory Options & Futures, Fixed Income Securities, Financial Technology—Methods and Practice, Seminar in Financial Technology, Experiential Project or Internship **Electives: 7.5 credits**


**Supply Chain Analytics** Foundations of Supply Chain Management, Stochastic Models, Supply Chain Finance, Operations Analytics, Revenue Management, Advanced Operations Strategy, Supply Chain Analytics Capstone, Global Supply Chain & Logistics System Design Experiential Project or Practicum **Electives: 7.5 credits**