MBA: BUSINESS ANALYTICS CONCENTRATION

The Business Analytics concentration helps professionals gain a competitive advantage through the sound use of data resources. Courses offer a solid grounding in applied statistical methods, emphasizing use of appropriate software tools. Students also have an opportunity to see how these methods are used in current practice in a particular business area. Exposure to real data takes place in concentration courses, an optional internship, and other graduate courses where students with quantitative skills contribute to group consulting projects.

COMPLETE 2 REQUIRED COURSES AND 2 ELECTIVES.

REQUIRED (2):

ST 625	Quantitative Analysis for Business
ST 635	Intermediate Statistical Modeling for Business

ELECTIVES: (2)

METHODOLOGY:

At least one from the following methodology courses; although students may not take both EC621* and MA611*:

EC 621*	Business and Economic Forecasting
MA 610	Optimization and Simulation for Business Decisions
MA 611*	Time Series Analysis
MA 706	Design of Experiments for Business
MA 707	Introduction to Machine Learning
MA 710	Data Mining
MK 726	Customer Data Analysis and Relationship Marketing

APPLICATION:

Plus one more course from the above list OR the following application courses:

CS 602	Data-Driven Development with Python
CS 605	Data Management and SQL for Analytics
CS 753	Business Intelligence Methods and Technologies
EC 611	The Macroeconomics of Financial Markets
EC 631	Market Structure and Firm Strategy
MA 705	Data Science
MK 711	Marketing Research and Analysis
ST 701	Internship in Business Data Analysis

- All pre-requisites must be satisfied.