

BUSINESS ANALYTICS, MASTER OF BUSINESS ADMINISTRATION (MBA)

The MBA in Business Analytics will equip you with sought-after skills for understanding and using data to improve business performance. The curricula blends data science, including statistics, decision modeling and data visualization, with essential business knowledge in the areas of operations, accounting/finance, management and marketing. You'll gain expertise in data-driven managerial decision-making that can be applied to a wide range of business functions and fields, including marketing, finance, operations, human resources, healthcare and hospitality.

Concentration Requirements

Course Requirements

To complete the Business Analytics concentration, students are required to complete four classes: MGT 585 and three of the following four classes: MGT 586, MGT 587, MGT 588, and ECO 520.

Course	Title	Quarter Hours
Required Course:		
MGT 585	FUNDAMENTALS OF BUSINESS ANALYTICS	
Select 3 of the following 4 courses:		
MGT 586	DATA VISUALIZATION	
MGT 587	BUSINESS PERFORMANCE ANALYSIS	
MGT 588	DATABASE MANAGEMENT SYSTEMS	
ECO 520	BUSINESS ANALYTICS TOOLS II	