

# MBA in Analytics

- Degree Requirements (p. 1)

The MBA in Analytics equips students with the strategic skills and advanced analytical expertise needed to succeed in today’s data-driven business environment. The curriculum includes training in core business disciplines such as finance, marketing, operations, and strategy, along with advanced study in analytics and artificial intelligence, while also strengthening students’ ability to present analytical results clearly and persuasively to support managerial decision-making. A professional internship between the first and second years provides hands-on experience, while co-curricular activities, such as networking events, mentoring, and workshops with analytics professionals, foster practical insight and connections. Graduates are prepared for leadership roles in business analytics, marketing, operations, consulting, and other fields across industries with strong demand for analytics talent.

## Degree Requirements

### Business Foundations Courses

ACCTCY 8310	Accounting for Managers	3
FINANC 8140	Managerial Finance	3
FINANC 8210	Microeconomics for Business	1.5
FINANC 8225	Business Strategy and Market Dynamics	1.5
MANGMT 7430	Operations and Supply Chain Strategy	3
MANGMT 8010	MBA Professional Development - Executive Career Development	1.5
MANGMT 8390	Organizational Behavior and Management: Dyadic, Group and Organizational Processes	1.5
MANGMT 8500	Business Consulting: Field Project	3
MANGMT 8960	Introduction to Strategic Management	1.5
MANGMT 8334	Business Law, Ethics, and Data	1.5
MRKTNG 8460	Managerial Marketing	3

### Analytics Courses

MANGMT 7500	Introduction to Programming and Data Science with Python	1.5
MANGMT 8430 or MRKTNG 8430	Database Management	3
MANGMT 8830 or MRKTNG 8830	Decision Models	3
MANGMT 8490	Artificial Intelligence in Business	1.5
MRKTNG 8630	Business Analytics and Data-Driven Decision-Making	3
MRKTNG 8635	Advanced Business Analytics and Machine Learning	3
MRKTNG 8640	Data Visualization and Communication	3

### Analytics Electives (choose one)

FINANC 8312	Financial Modeling	3
MRKTNG 8645	Marketing Analytics	3