Leverage data to solve business problems and drive business strategy.

The amount of data and technology at our disposal can lead to impressive results, but it also means you must perform at higher levels to keep up. That’s where we come in. The D’Amore-McKim School of Business is creating tomorrow’s leaders through our STEM-designated Master of Science in Business Analytics. With an innovative curriculum taught by expert business school faculty, our program prepares you for a leadership role in which you will be required to recognize and respond to potential challenges and make strategic decisions amidst uncertainty. Through in-class case studies, your professors will integrate real company data as you explore questions such as how to build sales, enhance marketing, or strengthen a company’s infrastructure.

Program Overview

20 MONTHS [7 WEEK COURSES]

**FALL**
- MISM 6200: Intro to Business Analytics
- MISM 6202: Foundations of Data Analysis for Business

**SPRING**
- MISM 6203: Business Analytics Methods
- MKTG 6232: Engaging Customers & Markets

**SUMMER**
- MISM 6210: Information Visuals and Dashboards for Business
- MKTG 6294: Customer Centric Research Methods

**FALL**
- MISM 6212: Data Mining and Machine Learning for Business
- MKTG 6295: Customer Performance Modeling

**SUMMER**
- MISM 6213: Business Information Design, Quality and Strategy
- MISM 6214: Business Analytics Capstone

The curriculum is subject to change by D’Amore-McKim faculty.
Your MS in Business Analytics Path to Your MBA

Apply your MS in Business Analytics credits to an eligible MBA program.

In a time of rapid technological change, you need to keep learning to stay flexible, adaptable, and in step with the world. Through successful completion of your MS in Business Analytics, you will have earned 30 credits. Upon acceptance to an eligible MBA program at D’Amore-McKim School of Business, you may be able to apply the credits you have already earned toward the completion of your MBA. As an added benefit, you could apply the Double Husky Scholarship and receive a 25 percent discount off your MBA.

COMPLETED THROUGH MS IN BUSINESS ANALYTICS

- MGSC 6200: Information Analysis (waived)
- MKTG 6200: Creating and Sustaining Customer Markets (waived)
- MISM 6200: Intro to Business Analytics
- MISM 6202: Foundations of Data Analysis for Business
- MISM 6203: Business Analytics Methods
- MKTG 6232: Engaging Customers & Markets
- MISM 6210: Information Visuals and Dashboards for Business
- MKTG 6294: Customer Centric Research Methods
- MISM 6212: Data Mining and Machine Learning for Business
- MKTG 6295: Customer Performance Modeling
- MISM 6213: Business Information Design, Quality and Strategy
- MISM 6214: Business Analytics Capstone

STILL REQUIRED FOR MBA

ONLINE MBA
- ACCT 6272: Financial Statement Preparation and Analysis
- ACCT 6273: Identifying Strategic Implications in Accounting Data
- ENTR 6200: Enterprise Growth and Innovation
- MGMT 6213: Managing Ethics in the Workplace and Marketplace
- FINA 6200: Value Creation through Financial Decision Making
- HRMG 6200: Managing People and Organizations
- INTB 6200: Managing the Global Enterprise
- MECN 6200: Global Competition and Market Dominance
- MGSC 6204: Managing Information Resources
- SCHM 6201: Operations and Supply Chain Management
- STRT 6200: Strategic Decision Making in a Changing Environment
- One 3-credit Elective

PART-TIME MBA
- ACCT 6200: Financial Reporting and Managerial Decision Making 1
- ACCT 6201: Financial Reporting and Managerial Decision Making 2
- ENTR 6200: Technology, Entrepreneurship and Enterprise Growth
- FINA 6200: Value Creation through Financial Decision Making
- HRMG 6200: Managing People and Organizations
- INTB 6200: Managing the Global Enterprise
- MECN 6200: Global Competition and Market Dominance
- MGSC 6204: Managing Information Resources
- SCHM 6201: Operations and Supply Chain Management
- STRT 6200: Strategic Decision Making in a Changing Environment
- One 3-credit Elective