

# → MS in Business Analytics Online Curriculum

## Leverage data to solve business problems and drive business strategy

The D'Amore-McKim School of Business is creating tomorrow's leaders through our STEM-designed MS in Business Analytics. Our program prepares you to respond to challenges and deliver successful solutions quickly and confidently with an innovative curriculum taught by expert faculty. Through in-class case studies, real company data as you explore topics such as building sales, enhancing marketing, or strengthening a company's infrastructure.

### Program Overview

▶ 20 MONTHS [7 WEEK COURSES]

FALL	SPRING	SUMMER	FALL	SPRING
<ul style="list-style-type: none"> <li>MISM 6200: Intro to Business Analytics</li> <li>MISM 6202: Foundations of Data Analysis for Business</li> </ul>	<ul style="list-style-type: none"> <li>MISM 6203: Business Analytics Methods</li> <li>MKTG 6232: Engaging Customers &amp; Markets</li> </ul>	<ul style="list-style-type: none"> <li>MISM 6210: Information Visuals and Dashboards for Business</li> <li>MKTG 6294: Customer Centric Research Methods</li> </ul>	<ul style="list-style-type: none"> <li>MISM 6212: Data Mining and Machine Learning for Business</li> <li>MKTG 6295: Customer Performance Modeling</li> </ul>	<ul style="list-style-type: none"> <li>MISM 6213: Business Information Design, Quality and Strategy</li> <li>MISM 6214: Business Analytics Capstone</li> </ul>

### Your MS in Business Analytics can get you halfway to an MBA

Once your degree is complete and you've maintained at least a 3.0 GPA and a minimum grade in each class, you may be able to apply your 30 credits toward an eligible MBA program. As an alum, you'll become eligible for the Double Husky scholarship, which reduces your tuition by 25 percent.



The curriculum is subject to change by D'Amore-McKim faculty.