MS Business Analytics

Program Learning Objectives

1. Employ key aspects of data management - retrieval, integration and enrichment
2. Apply high ethical standards toward the collection, storage, analysis, and reporting of data
3. Apply modeling tools to data of various types and sizes
4. Visualize data to infer and communicate insights
5. Use data to analyze, inform and solve fundamental business problems

Required Courses

- GSB 503 Collaborative Industry Project 1 8
- GSB 510 Data Visualization and Communication in Business 4
- GSB 520 Data Management for Business Analytics 4
- GSB 530 Data Analytics and Mining for Business 4
- GSE 518 Quantitative Methods II 4
- GSE 520 Advanced Econometrics I 4
- GSE 524 Computational Methods in Economics 4

Approved Electives

Select from the following: 13

- GSB 501 Individual Research
- GSB 516 Strategic Marketing Analytics
- GSB 550 Bayesian Econometrics
- GSB 570 Selected Advanced Topics
- GSB 573 Marketing Research
- GSE 522 Advanced Econometrics II
- GSE 544 Evidence-Based Decision Analysis

Total units 45

1 GSB 503 satisfies the culminating experience requirement for the degree.