

Business Analytics, MS

Businesses are looking for professionals who can connect the dots and build successful marketing strategies based on massive amounts of structured and unstructured data. Become one of them with our Master of Science in Business Analytics (<http://www.damore-mckim.northeastern.edu/academic-programs/graduate-programs/ms/business-analytics>) degree with a marketing focus.

This program addresses a critical need for those who can interpret and apply data in an increasingly competitive and technology-driven business environment. Core courses will introduce you to data analytics concepts, and our marketing track courses will build upon this foundation to emphasize the practice-oriented application of business analytics.

Program Requirements

Complete all courses and requirements listed below unless otherwise indicated.

Core Requirements

Code	Title	Hours
Required Core		
MISM 6200	Introduction to Business Analytics	3
MISM 6202	Foundations of Data Analysis for Business	3
MISM 6203	Business Analytics Methods	3
MISM 6210	Information Visuals and Dashboards for Business	3
MISM 6212	Data Mining and Machine Learning for Business	3
MISM 6213	Business Information Design, Quality, and Strategy	3
MISM 6214	Business Analytics Capstone	3
Marketing		
MKTG 6232	Engaging Customers and Markets	3
MKTG 6294	Customer-Centric Research Methods for Marketing	3
MKTG 6295	Customer Performance Modeling	3

Program Credit/GPA Requirements

30 total semester hours required

Minimum 3.000 GPA required