

# Business Analytics, MBA (Boston)

The MBA with a major in business analytics at Northeastern University's D'Amore-McKim School of Business prepares students to lead in an AI-enabled business environment. By integrating artificial intelligence and advanced analytics throughout the curriculum, the program builds the strategic and technical fluency needed to translate complex data into high-impact business decisions.

## Build a Strong Business and Technology Foundation

The program begins with core courses that establish expertise in business strategy, analytics, and leadership, while integrating advanced concepts in AI and data-driven decision making. Students develop the ability to apply analytical and technological insights to real-world business challenges.

## Customize the Experience

With more than half of the coursework dedicated to electives, students tailor their coursework to their career goals. Elective offerings allow exploration of AI-related topics such as machine learning, supply chain analytics, and workforce innovation, preparing graduates to lead at the intersection of technology and business.

## Experience-Powered Learning

Experiential learning is central to Northeastern's approach. Students integrate classroom theory to practice through experiential and travel-based electives such as Global Field Study, Washington, D.C. Residency, and opportunities to help manage our student-run mutual fund.

## Program Requirements

Beginning with students admitted in the fall of 2026, all students pursuing on-ground master's degree programs must complete a university-level experiential learning requirement. This requirement may be fulfilled through the curriculum, co-op, or other work- or industry-integrated learning experiences.

### MBA Requirements

| Code      | Title                                         | Hours |
|-----------|-----------------------------------------------|-------|
| ACCT 6440 | Accounting Analytics and Financial Accounting | 4     |
| FINA 6444 | Discrete-Time Quantitative Finance            | 4     |
| HRMG 6418 | Managing the Organization                     | 2     |
| INNO 6418 | Innovation-Driven Strategy                    | 2     |
| MISM 6402 | Foundations of Data Analysis for Business     | 2     |
| MKTG 6428 | Data-Driven Marketing                         | 4     |
| STRT 6418 | Strategic Planning for the Future             | 2     |

### AI Requirements

| Code      | Title                                        | Hours |
|-----------|----------------------------------------------|-------|
| ACCT 6441 | Management Control Systems                   | 4     |
| HRMG 6430 | Leading a Diverse and Inclusive Organization | 2     |
| HRMG 6440 | Leading in the Tech Revolution               | 2     |
| INNO 6415 | Competing in the Age of Smart Machines       | 4     |

### Electives

| Code                                                                                                           | Title                                         | Hours |
|----------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------|
| In consultation with advisor, complete 18 graduate-level semester hours for which prerequisites have been met: |                                               | 18    |
| FINA 6403                                                                                                      | Investment Analytics                          |       |
| MISM 6406                                                                                                      | Prescriptive Modeling for Business            |       |
| MISM 6412                                                                                                      | Data Mining and Machine Learning for Business |       |
| MISM 6450                                                                                                      | Strategic AI for Business                     |       |
| MKTG 6434                                                                                                      | Marketing Analytics                           |       |
| SCHM 6413                                                                                                      | Global Supply Chain Management                |       |
| SCHM 6415                                                                                                      | Analytics in Supply Chain Management          |       |
| SCHM 6418                                                                                                      | Managing Operations and the Supply Chain      |       |
| STRT 6410                                                                                                      | Workforce Metrics and Analytics               |       |

### Program Credit/GPA Requirements

50 total semester hours required

2 Business Analytics, MBA (Boston)

Minimum 3.000 GPA required