

Business Analytics, MS—Online

Northeastern University D'Amore-McKim School of Business' Online Master of Science in Business Analytics (https://damore-mckim.northeastern.edu/programs/ms-business-analytics/?utm_medium=website&utm_source=catalog&utm_campaign=ftmsba) prepares working professionals to lead in a business world driven by big data.

MAKE DATA-DRIVEN BUSINESS DECISIONS

Students build the skills to know what data to analyze and understand how to leverage that data for strategic decision making. Classwork provides exposure to data mining, statistical and quantitative analysis, multivariate testing, and predictive modeling. Students explore questions such as how to build sales, enhance marketing, or strengthen a company's infrastructure.

INTEGRATE CLASSROOM AND PROFESSIONAL EXPERIENCES

Through in-class case studies and a capstone project, professors share real company data so that students apply their knowledge to actual business challenges. They gain unique perspectives as they learn from renowned experts who have led through times of rapid change.

LEARN FROM ANYWHERE, ANYTIME

Listen to lectures, access course materials, and submit assignments by deadlines in this 100 percent online program. All courses are seven weeks long, and you'll focus on one course at a time for an intensive learning experience.

Program Requirements

Core Requirements

Code	Title	Hours
MISM 6200	Introduction to Business Analytics	3
MISM 6202	Foundations of Data Analysis for Business	3
MISM 6205 or MISM 6203	Data Wrangling for Business 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

Elective Coursework

Code	Title	Hours
In consultation with advisor, complete 9 graduate-level semester hours that meet the prerequisites. Choose from the following courses:		9
HRMG 6223	Global Talent Management	
MKTG 6232	Engaging Customers and Markets	
MKTG 6294	Customer-Centric Research Methods for Marketing	
MKTG 6295	Customer Performance Modeling	
STRT 6210	Workforce Metrics and Analytics	

Program Credit/GPA Requirements

30 total semester hours required

Minimum 3.000 GPA required