BUSINESS ANALYTICS (MS)

Code	Title	Units
REQUIRED COURSES		
ECON 5029	Econometrics and Data Analysis	3
GSB 5518	Essential Statistics for Business Analytics	3
GSB 5520	Data Management for Business Analytics	3
GSB 5530	Data Analytics and Mining for Business	3
GSB 5544	Computing and Machine Learning for Business Analytics	3
GSB 5598	Project [1]	3
Approved Electives		
Select from the following:		15
GSB 5501	Individual Research [2]	
GSB 5510	Data Visualization and Communication in Business	
GSB 5516	Strategic Marketing Analytics	
GSB 5517	Strategic People Analytics	
GSB 5521	Cloud Services and Applications for Business Analytics	
GSB 5536	Data Ethics for Business Analytics	
GSB 5545	Advanced Machine Learning for Business Analytics	
GSB 5547	Financial Analytics	
GSB 5551	Prescriptive Analytics	
GSB 5570	Special Advanced Topics [2]	
GSB 5575	Career Development for Business Analytics I	
GSB 5576	Career Development for Business Analytics II	
GSB 5577	Career Development for Business Analytics III	
GSB 5591	Developing Consumer Insights with Textual Data	
Total Units		**33**

1 GSB 5598 satisfies the culminating experience requirement for the degree. To meet the requirement of this course, the program advisor may require GSB 5598 to be completed in a particular section and term.

2 Not all topics will be taught online, depending on the proposal review process; requires advisor approval prior to enrolling.