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]	4
GSB 518	Essential Statistics for Business Analytics	4
GSB 520	Data Management for Business Analytics	4
GSB 530	Data Analytics and Mining for Business	4
GSB 544	Computing and Machine Learning for Business Analytics	4
GSE 519	Econometrics and Data Analysis	4
Approved Electives		
Select from the following:		21
GSB 501	Individual Research [2]	
GSB 503	Collaborative Industry Project [3]	
GSB 510	Data Visualization and Communication in Business	
GSB 516	Strategic Marketing Analytics	
GSB 517	Strategic People Analytics	
GSB 521	Cloud Services & Applications for Business Analytics	
GSB 536	Data Ethics for Business Analytics	
GSB 545	Advanced Machine Learning for Business Analytics	
GSB 550	Bayesian Econometrics	
GSB 551	Prescriptive Analytics	
GSB 570	Selected Advanced Topics [2]	
GSB 575	Career Readiness in Data Analytics	
Total units		**45**

[1] GSB 503 satisfies the culminating experience requirement for the degree. To meet the requirement of this course, program advisor may require GSB 503 to be completed in a particular term.

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

[3] 1- 4 additional units of GSB 503 may be taken as an elective beyond the core requirement to work on continuing or new client projects.