

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

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

Minimum 3.000 GPA required