

Business Analytics, MS (Oakland)

Northeastern University D'Amore-McKim School of Business's Master of Science in Business Analytics (https://damore-mckim.northeastern.edu/programs/ms-business-analytics/?utm_source=internal-referral&utm_medium=nu-catalog&utm_campaign=msba) is designed to prepare students 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 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. Through an optional graduate co-op, students translate ideas into action as they complete a project for an organization.

Complete the Degree in as Few as 12 Months

Students complete seven courses throughout the first two semesters and an optional career management class developed by the Graduate Career Center advisor. Students may complete their final three courses over the summer term or can extend their studies and complete their program in the fall term.

Students enroll in this 30-semester-hour master's degree program for full-time study.

Program Requirements

Core Requirements

Code	Title	Hours
MISM 6400	Introduction to Business Analytics	2
MISM 6402	Foundations of Data Analysis for Business	2
MISM 6405	Data Wrangling for Business	2
MISM 6410	Information Visuals and Dashboards for Business	4
MISM 6412	Data Mining and Machine Learning for Business	4
MISM 6413	Designing Information Products for Transforming Business	4
MISM 6414	Business Analytics Capstone	4

Elective Coursework

Code	Title	Hours
In consultation with advisor, complete 8 graduate-level semester hours for which prerequisites have been met:		8
FINA 6416	Valuation and Value Creation	
FINA 6417	Real Estate Investment	
HRMG 6423	Global Talent Management	
MISM 6401	Database Management for Business	
MISM 6406	Prescriptive Modeling for Business	
MKTG 6434	Marketing Analytics	

Program Credit/GPA Requirements

30 total semester hours required

Minimum 3.000 GPA required