Business Analytics, MS—Online

Northeastern University D'Amore-McKim School of Business's Online 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) 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 building sales, enhancing marketing, or strengthening 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.

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

Program Requirements
Core Requirements

Code	Title	Hours
MISM 6200	Introduction to Business Analytics	3
MISM 6202	Foundations of Data Analysis for Business	3
or DADS 6400	Foundations for Data Analytics	
MISM 6205	Data Wrangling for Business	3
MISM 6210	Information Visuals and Dashboards for Business	3
or DADS 6600	Computation and Visualization for Analytics	
MISM 6212	Data Mining and Machine Learning for Business	3
or DADS 7275	Machine Learning and Data Analytics	
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 from the following for which prerequisites have been met:		9
FINA 6216	Valuation and Value Creation	
FINA 6217	Real Estate Finance and Investment	
HRMG 6223	Global Talent Management	
MISM 6201	Database Management for Business	
MISM 6206	Modeling for Business	
MKTG 6234	Marketing Analytics	

Program Credit/GPA Requirements

30 total semester hours required
Minimum 3.000 GPA required