

Business Analytics, MS

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) prepares 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 6200	Introduction to Business Analytics	3
MISM 6202	Foundations of Data Analysis for Business	3
MISM 6205	Data Wrangling for Business	3
MISM 6210	Information Visuals and Dashboards for Business	3
MISM 6212	Data Mining and Machine Learning for Business	3
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 for which prerequisites have been met:		9
HRMG 6223	Global Talent Management	
MISM 6201	Database Management for Business	
MISM 6206	Modeling for Business	
SCHM 6201	Operations and Supply Chain Management	
SCHM 6215	Supply Chain Analytics	
STRT 6210	Workforce Metrics and Analytics	
MKTG electives as advised		

Optional Career Management Course

Code	Title	Hours
BUSN 6200	Career Management	

Program Credit/GPA Requirements

30 total semester hours required
Minimum 3.000 GPA required