

BUSINESS DATA ANALYTICS, MASTER OF BUSINESS ADMINISTRATION

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Curriculum

| Code | Title | Hours |
|--|--|-----------|
| Core Curriculum | | |
| ACCT 6103 | Accounting Analysis | 3 |
| BDA 6203 | Business Information Analysis | 3 |
| ECON 6103 | Managerial Economics | 3 |
| FIN 6103 | Corporate Financial Management | 3 |
| MGMT 6103 | Organizational Management and Leadership | 3 |
| MGMT 6203 | Decision Modeling in Supply Chain Management | 3 |
| MGMT 6903 | Corporate Strategic Management | 3 |
| MKT 6103 | Digital Marketing Strategy | 3 |
| MBA Business Data Analytics Electives | | |
| BDA 6343 | Advanced Analytics (required) | 3 |
| BDA 6363 | Analytics Strategy (required) | 3 |
| Select one of the following: | | 3 |
| BDA 6353 | Big Data Strategies | |
| BDA 6073 | Special Topics | |
| Total Hours | | 33 |

- Note that an elective may be offered to substitute one of the required courses.