

BUSINESS ANALYTICS

Curriculum 2021-2022

Business Analytics Track students must take 8 courses and complete the capstone project. In addition, students must complete at least 3 core classes (including Modern Data Mgt. and Data Mining) and at least 4 application classes.

Core Classes

45-881	Modern Data Management	Required
45-851	Data Mining	Required
45-980	Big Data	Elective
45-884	Mining Unstructured Data	Elective
45-885	Data Visualization	Elective
45-912	Forecasting Time Series Data	Elective

Applications in Optimization

45-850	Applications of Operations Research	Elective
45-950	Operations Research Implementations	Elective
45-951	Business Networks	Elective
45-854	Optimization Models for Operations	Elective

Applications in Finance

45-820	Finance II	Elective
45-821	Investment Analysis	Elective
45-852	Optimization Methods in Finance	Elective
45-863	Risk Analytics	Elective
45-828	FinTech	Elective
45-964	Real Options	Elective

Applications in Marketing

45-853	Optimization for Interactive Marketing	Elective
45-882	Digital Marketing and Social Media Strategy	Elective
45-934	Interactive Marketing	Elective
45-936	Marketing Analytics	Elective

Capstone

45-959	Business Analytics Project Spring second year	Required
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