



## University of New Haven

### **M.S. in Business Analytics**

- **University Core (21 credits)**

Students completing a M.S. in Business Analytics will complete the following courses:

- Business Analytics
  - Data Visualization and Communication
  - Mining for Business Intelligence
  - Database Management for Business Analytics
  - Power BI and Dashboarding
  - Business Forecasting
  - Business Analytics Capstone
- **Marketing Analytics Concentration**
- Market Analysis and Customer Value
  - Marketing Analytics
- And one of the following:
- Database Marketing
  - Digital Marketing Strategy
  - Social Media Marketing
  - Marketing Research and Information Systems
  - Survey Methods
  - Multivariate Analysis
- **Global Supply Chain Analytics Concentration**
- Global Supply Chain Management
  - Managing Quality in the Supply Chain
  - Decisions in Operations Management
- **General Concentration (Pick three of the following):**
- Leadership and Teambuilding
  - Managing in a Global Economy
  - International Business
  - Marketing Analysis and Customer Value
  - Knowledge Management

- Applied Econometrics
- Multivariate Analysis
- Sport Analytics
- Or any course in an existing M.S. Business Analytics concentration (with the required pre-requisite course).