

Master of Science in Business Analytics (Online)

Curriculum

Master of Science in Analytics (Online) Graduate Certificate Courses

Code	Title	Units
DAT 8550	Machine Learning Tools for Prediction of Bus Outcomes	3
DAT 8561	Introduction to Python and Data Science	3
DAT 8563	Data Visualization for Business Insights	1.5
DAT 8564	Database Design and SQL	1.5
DAT 8570	R and Statistics	1.5

- Prior to program start for the OMSA Advanced Graduate Certificate, students must complete the Intro to Marketing Foundations course.

Master of Science in Analytics (Online) Advanced Graduate Certificate Courses

Code	Title	Units
DAT 500N	Prescriptive Analytics	1.5
DAT 500W	A/B Testing in Business and Social Science	3
DAT 560M	Big Data and Cloud Computing	1.5
DAT 562	Text Mining	1.5
DAT 565E	Deep Learning for Prediction of Business Outcomes	1.5
MKT 500T	Customer Analytics	3

- Prior to program start for the OMSA degree curriculum, students must complete ACCT 560 Introduction to Financial Accounting.

Master of Science in Analytics (Online) Degree Courses

Code	Title	Units
FIN 550F	FinTech: Methods and Practice	3
FIN 5203	Financial Management	3
MGT 560F	Professional Business Communication	1.5
MKT 555	Analytics Driven Brand Management	1.5
MKT 555A	Data Analysis for Brand Management	1.5