

BUSINESS ADMINISTRATION - DATA ANALYTICS EMPHASIS REQUIREMENTS (MBA)

Code	Title	Units
Select two courses from the following: ¹		6
ITSCM 773	DATA FOUNDATIONS FOR BUSINESS ANALYTICS	
ITSCM 774	DATA ANALYTICS AND BUSINESS INTELLIGENCE	
ITSCM 777	DATA MINING FOR BUSINESS	
ITSCM 779	VISUAL ANALYTICS FOR BUSINESS	
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	
Select one course from the following: ¹		3
ACCOUNT 770	ANALYTICS IN ACCOUNTING	
CYBER 732	DATA DRIVEN SECURITY	
FNBSLW 732	QUANTITATIVE FINANCIAL ANALYSIS	
ITSCM 773	DATA FOUNDATIONS FOR BUSINESS ANALYTICS	
ITSCM 774	DATA ANALYTICS AND BUSINESS INTELLIGENCE	
ITSCM 776	BUSINESS PROCESS INNOVATION AND MANAGEMENT	
ITSCM 777	DATA MINING FOR BUSINESS	
ITSCM 779	VISUAL ANALYTICS FOR BUSINESS	
ITSCM 781	SUPPLY CHAIN ANALYTICS	
MANGEMNT 781	ANALYTICS FOR STRATEGIC DECISIONS	
MARKETNG 751	CONSUMER INSIGHT & CUSTOMER EXPERIENCE	
MARKETNG 772	DIGITAL MARKETING	
MARKETNG 777	ARTIFICIAL INTELLIGENCE IN MARKETING	
SAFETY 683	OCCUPATIONAL SAFETY MANAGEMENT	
Total Units		9

¹. A single course may not be used to satisfy both categories.