

# BUSINESS ANALYTICS, MBA

**Campus:** NYC

Your Lubin MBA in Business Analytics gives you the technical edge for a satisfying analytical career in:

- Data analytics
- Financial engineering
- Risk management
- Marketing research
- Management consulting

Leverage your logical approach to solve the most difficult business problems. The MBA in Business Analytics offers:

- Training in the cutting-edge tools and analytical techniques that are in demand
- Connections with successful people in every industry
- Internships and other career opportunities

Code	Title	Credits
<b>Core Curriculum (27 credits)</b>		
MBA 802	Business Economics for Decision-Making	3
MBA 804	Financial Accounting for Managers	3
MBA 806	Driving Marketing Performance	3
MBA 808	Creating Value Through Finance	3
MBA 810	Business Analytics and Statistics	3
MBA 812	Managing Operations and Projects	3
MBA 814	Leading and Managing Teams	3
MBA 816	Disruptive Technologies and Innovation	3
MBA 818	Global Business, Ethics, and Social Responsibility	3
<b>Concentration Electives (9 credits)</b>		
Choose three (3) courses from the following:		
DAT 610	Decision Modeling	
DAT 612	Visual Analytics	
or MAR 657	Visual Analytics	
DAT 614	Predictive Analytics	
IS 613	Database Management Systems	
<b>Capstone (3 credits)</b>		
MBA 820	Strategic Decisions	3
<b>Total Credits</b>		<b>39</b>