BUSINESS ANALYTICS (M.S.)

Tracks

For students who are not interested in any of the below tracks, another option is to create an optimal mix of electives across the tracks, in consultation with the program director and area chair.

Machine Learning and AI Track

Courses in this group have the BUML attribute.

Course	Title	Credits
ISGB 7934	Artificial Intelligence	3
ISGB 799Z	Deep Learning	3
ISGB 79AA	Advanced Python with AI	3
ISGB 79AK	Large Language Models and Generative AI	3
ISGB 79AL	Agentic AI with Copilot	3
ISGB 79AM	AI Agents and Engineering	3

Advanced Analytics Track

Courses in this group have the BUAA attribute.

Course	Title	Credits
BYGB 7978	Web Analytics	3
BYGB 7990	Cloud Computing for Analytics	3
ISGB 7944	Sports Analytics	3
ISGB 799V	R Statistical Programming	3
ISGB 79AC	Cybersecurity	3

Analytics Consulting Track

Courses in this group have the BUAC attribute.

Course	Title	Credits
BYGB 7988	Business Performance Analytics	3
ISGB 7910	Info Systems Strategy & Mgmt	3
ISGB 7922	Healthcare IT	3
ISGB 7955	Project Management	3
ISGB 799Y	Blockchain Tech & App Dev	3

IT Ethics and Cybersecurity Track

Courses in this group have the BUEC attribute.

Course	Title	Credits
AIGB 6208	Law and Ethics of AI	3
ISGB 799D	Cybersecurity and AI Governance	3
ISGB 79AC	Cybersecurity	3
ISGB 79AJ	Ethics of Data Analytics & AI	3