The field of Business Analytics has grown rapidly over the last few years due to technological advancements and the ease of access to data for decision making in organizations ranging from small to large. Every firm is interested in hiring and training individuals with analytical capabilities to sustain competitive advantage in the marketplace. A list of examples of careers in business analytics is as follows:

- Business Analytics & Optimization Consultant
- Business Case Modeling Analyst/Consultant
- Business Intelligence Analyst
- Decision Science Analyst
- Analyst & Planner (Six Sigma)
- Internal Quantitative Marketing Strategy Consultant
- Manager of Modeling and Analytics
- Pricing & Revenue Optimization Analyst
- Project Manager/Promotion Response Analytics
- Quantitative Analyst – Asset Allocation
- Quantitative Analyst – Insurance Risk
- Quantitative Marketing Solutions Director & Manager
- Quantitative Modeler

The MSBA program requires students to take 12 courses (a total of 36 credit hours), from which 10 are required and 2 are electives. A listing of core courses is below. Part-time students take one course per term; full-time students take two or three courses per term.

### Requirements

The MSBA program requires students to take 12 courses (a total of 36 credit hours), from which 10 are required and 2 are electives. A listing of core courses is below. Part-time students take one course per term; full-time students take two or three courses per term.

#### Code | Title | Credits
--- | --- | ---
ADMN 827 | Hospitality Operations & Financial Metrics | 3
ADMN 829 | Corporate Financial Strategy | 3
ADMN 830 | Investments | 3
ADMN 834 | Private Equity/Venture Capital | 3
ADMN 846 | International Financial Management | 3
ADMN 852 | Marketing Research | 3
ADMN 853 | Marketing Analytics | 3
ADMN 854 | New Product Development | 3
ADMN 898 | Topics (Digital Marketing) | 3
ADMN 898 | Topics (Applied Financial Modeling and Analytics) | 3
ADMN 898 |Topics (Big Data in Finance) | 3
ADMN 898 |Topics (Project Management) | 3
ADMN 912 | Managing Yourself & Leading Others | 3
ADMN 919 | Accounting/Financial Reporting, Budgeting, and Analysis | 3
ADMN 926 | Leveraging Technology for Competitive Advantage | 3
ADMN 930 | Financial Management/Raising and Investing Money | 3
ADMN 940 | Managing Operations | 3
ADMN 960 | Marketing/BUILDing Customer Value | 3
ADMN 970 | Economics of Competition | 3

1. The online module acts as a refresher for the mathematical background needed for the program and is designed to prepare students for the MSBA program.
2. Below is a list of suggested elective courses from the MBA program. Other courses from other UNH graduate programs may be substituted with a petition. Depending on the availability, students can take the below courses in a face-to-face format or in an online format.

### Student Learning Outcomes

- **Students will demonstrate knowledge of content areas of business analytics.**
- **Students will demonstrate the ability to solve complex problems.**
- **Students will demonstrate effective oral communication behaviors.**
• Students will demonstrate effective written communication behaviors.
• Students will demonstrate ability to cleanse, aggregate, and visualize data.
• Students will apply statistical inference techniques to business problems.
• Students will effectively develop and interpret optimization & simulation software output.