



STUDENT NAME		STUDENT ID	
ADVISOR		START TERM	FALL 2024

	<i>Fall 2024</i>	<i>Spring 2025</i>	<i>Fall 2025 (TBD)</i>	<i>Spring 2026 (TBD)</i>
REQUIRED COURSES				
FIN 500 Financial Management	Online	On-Campus		
MIS 502 Data Management for Analytics	On-Campus Online	On-Campus Online		
MKT 500 Marketing Strategy	On-Campus	Online		
OIE 501 Operations Management	On-Campus	Online		
MBA in Analytics students choose two, three-course specialties from the four options below.				
SPECIALTY IN APPLIED BUSINESS ANALYTICS (choose 3)				
FIN 540 Financial Analytics		On-Campus (C Term)		
MIS 584 Business Intelligence	On-Campus Online	On-Campus Online		
MIS 587 Business Applications in Machine Learning		On-Campus		
MKT 568 Marketing Analytics	On-Campus	On-Campus		
OIE 552 Modeling and Optimizing Processes	On-Campus (B term) & Online			
SPECIALTY IN DATA-DRIVEN STRATEGIC MANAGEMENT (Choose 3)				
BUS 546 Managing Technological Innovation	Online			
ETR 593 Technology Commercialization	Online			
MIS 576 Project Management	On-Campus	Online		
MKT 569 Product Management		Online		
SPECIALTY IN MARKETING ANALYTICS				
MKT 568 Marketing Analytics	On-Campus	On-Campus		
Select two of the following:				
MKT 500 Marketing Strategy	On-Campus	Online		
MKT 561 Consumer Behavior and Analytics	Online			
MKT 565 Digital and Social Media Marketing		On-Campus Online		
SPECIALTY IN OPERATIONS ANALYTICS (Choose 3)				
OIE 501 Operations Management <i>(Recommended for students with no operations background)</i>	On-Campus	Online		
OIE 544 Supply Chain Analysis and Design	Online			
OIE 558 Designing and Managing Lean and Six-Sigma Processes	On-Campus (A term) Online	On-Campus Online		
OIE 548 Performance Analytics		Online		
OIE 542 Risk Management and Decision Analysis	On-Campus	On-Campus		
OIE 549 Sustainable Supply Chain & Operations Management		Online		
CAPSTONE COURSES (Required)				
OBC 505 Teaming and Organizing for Innovation (any semester)	Online	On-Campus		
BUS 594 Data-driven Business Strategy (taken 2 nd year or end of program)				On-Campus



THE BUSINESS
SCHOOL

**Master of Business Administration in Analytics
Curriculum Plan (12 Courses, 36 credits)
All Courses are 3 Credits.**

NOTES:

- **ONLINE COURSE DELIVERY:** All online courses offered are asynchronous. Please refer to WPI Business School [course schedule](#) for the most accurate AY24-25 course offerings.
- **CLUSTERS AND SPECIALTIES:** The MBA program offers over 20 specialties clustered under the following broad cluster categories. See the 2nd page for full list.
 - Business Intelligence & Analytics**
 - Global Supply Chain & Operations Management**
 - Information Technology & UX Design**
 - Innovation & Entrepreneurship**
 - Product Management & Marketing**
- **TRANSFER CREDITS:** Students must secure approval for any requested transfer courses and credit hours.
- **APPROVAL:** Students must have their individual curriculum plan reviewed and approved by the WPI Business School Programs Office.

For more information, contact:

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