



MASTER OF SCIENCE IN BUSINESS ANALYTICS
Curriculum Plan (11 courses, 33 credits)

****International students can take no more than one online course per semester****

STUDENT NAME		STUDENT ID	
ADVISOR		START TERM	FALL 2025

	<i>Fall 2025</i>	<i>Spring 2026</i>	<i>Summer 2026 (TBD)</i>	<i>Fall 2026 (TBD)</i>	<i>Spring 2027 (TBD)</i>
REQUIRED COURSES					
MIS 502 Data Management for Analytics	Online	On-Campus			
OIE 552 Modeling and Optimizing Processes	On-Campus				
MIS 584 Business Intelligence	On-Campus online	On-Campus online			
MSBA students must complete two, three-course specialties, selected from the following three options					
SPECIALTY IN ARTIFICIAL INTELLIGENCE IN BUSINESS					
MIS 587 Business Applications in Machine Learning	On-Campus	On-Campus Hybrid			
<i>Select one of the following:</i>					
MIS 520 Artificial Intelligence and its Ethical Implications in Business	Hybrid				
MIS 581 Policy and Strategy for Information Technology, Artificial Intelligence, and Analytics		Hybrid			
<i>Select one of the following:</i>					
MIS 510 Business Application of Blockchain Tech		Hybrid			
MKT 562 Marketing Research	On-Campus				
MKT 568 Marketing Analytics	On-Campus	Online			
OIE 552 Modeling and Optimizing Processes	On-Campus				
SPECIALTY IN ADVANCED BUSINESS ANALYTICS METHODS					
MIS 587 Business Applications in Machine Learning	On-Campus	On-Campus Hybrid			
MKT 562 Marketing Research	On-Campus				
OIE 559 Advanced Prescriptive Analytics: From Data to Impact	On-Campus				
MIS 571 Database Applications Design and Development	Hybrid				
SPECIALTY IN MARKETING ANALYTICS					
MKT 568 Marketing Analytics	On-Campus	Online			
<i>Select two of the following:</i>					
MKT 500 Marketing Strategy	On-Campus	Online			
MKT 561 Consumer Behavior and Analytics	Online				
MKT 565 Digital and Social Media Marketing		On-Campus			
SPECIALTY IN OPERATIONS ANALYTICS					
<i>Select three of the following:</i>					
OIE 501 Operations Management (Recommended for students with no operations background)	On-Campus	Online			
OIE 544 Supply Chain Analysis and Design	Hybrid				
OIE 558 Designing and Managing Lean and Six-Sigma Processes	On-Campus				
OIE 548 Performance Analytics		Online			
OIE 542 Risk Management and Decision Analysis	On-Campus	Hybrid			



REQUIRED CAPSTONE COURSES					
OBC 505 Teaming and Organizing for Innovation (recommended 1 st , 2 nd , or 3 rd semester)	Online	On-Campus			
BUS 596 Master of Science Capstone Project (one of the final classes in the program)		Hybrid			Hybrid



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SCHOOL

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- **COURSE DELIVERY MODES:**

- Online Courses: All online courses are offered asynchronously.
- On Campus Courses: Meet in person at specific times on a weekly basis.
- Hybrid Courses: Combine synchronous and asynchronous course delivery. On campus meeting times vary by course.
- Please refer to WPI Business School course offerings and schedule <http://courselistings.wpi.edu>

- **DECLARATION OF SPECIALTY:** All incoming full-time students are required to declare a specialty, latest by add/drop of first semester. Second specialty must be declared, latest by add/drop of third semester.

- **INTERNATIONAL STUDENTS:** On campus, international students are encouraged to complete an internship for zero credits to ensure their readiness for employment in the U.S.

- **APPROVAL:** Students must have their individual curriculum plan reviewed and approved by the WPI Business School Programs Office.

For more information, contact: WBSGradAdvising@wpi.edu