



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>
<b>REQUIRED COURSES</b>					
FIN 500 Financial Management	Online	Hybrid			
MIS 502 Data Management for Analytics	Online	On-Campus			
MKT 500 Marketing Strategy	On-Campus	Online			
OIE 501 Operations Management	On-Campus	Online			
<b>MBA in Analytics students choose two, three-course specialties from the four options below.</b>					
<b>SPECIALTY IN APPLIED BUSINESS ANALYTICS (choose 3)</b>					
FIN 540 Financial Analytics		On-Campus			
MIS 584 Business Intelligence	On-Campus   Online	On-Campus   Online			
MIS 587 Business Applications in Machine Learning	On-Campus	On-Campus   Hybrid			
MKT 568 Marketing Analytics	On-Campus	Online			
OIE 552 Modeling and Optimizing Processes	On-Campus				
<b>SPECIALTY IN DATA-DRIVEN STRATEGIC MANAGEMENT (Choose 3)</b>					
BUS 546 Managing Technological Innovation	Online				
ETR 593 Technology Commercialization		Online			
MIS 576 Project Management	On-Campus	Online			
MKT 569 Product and Brand Management		Online			
<b>SPECIALTY IN MARKETING ANALYTICS</b>					
MKT 568 Marketing Analytics	On-Campus	Online			
<b>Select two of the following:</b>					
MKT 562 Marketing Research	On-Campus				
MKT 561 Consumer Behavior and Analytics	Online				
MKT 565 Digital and Social Media Marketing		On-Campus			
<b>SPECIALTY IN OPERATIONS ANALYTICS (Choose 3)</b>					
OIE 501 Operations Management <i>(Recommended for students with no operations background)</i>	On-Campus	Online			
OIE 544 Supply Chain Analysis and Design	Hybrid				
OIE 558 Designing and Managing Lean and Six-Sigm Processes	On-Campus				
OIE 548 Performance Analytics		Online			
OIE 542 Risk Management and Decision Analysis	On-Campus	Hybrid			
OIE 549 Sustainable Supply Chain and Operations Management		Online			
<b>CAPSTONE COURSES (Required)</b>					
OBC 505 Teaming and Organizing for Innovation <i>(recommended in either 1st, 2nd, or 3rd semester)</i>	Online	On-Campus			
BUS 594 Data-driven Business Strategy <i>(taken 2nd year or end of program)</i>		Hybrid			Hybrid



THE BUSINESS  
SCHOOL

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

**NOTES:**

- **ONLINE COURSE DELIVERY:** Online courses may be offered either asynchronously or synchronously. Please refer to WPI Business School [course schedule](#) for the most accurate AY24-25 course offerings.
- **TRANSFER CREDITS:** Students must secure approval for any requested transfer courses and credit hours.
- **Internships:** International Students are encouraged to complete an internship for zero credits after their first two-three semesters. This is to ensure readiness if planning on working in the US.
- **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](mailto:WBSGradAdvising@wpi.edu)