

Beyond required core classes, Specialized Master in Business-Analytics (SMB-A) students choose electives from the following options¹: (Other courses may also be considered in order to meet individual needs of students. Elective courses should be approved by the student's advisor, in consultation with the program's academic director.)

Type I – Analytics focused (a minimum of 3 credit hours)

Type II – General domain knowledge (up to 3 credit hours)

Type I Electives:

A sampling of options currently offered at Fisher College of Business:

*Four suggested
electives with a
"Hybrid Format"*

BUSML 7252 - Data Driven Marketing (1.5 credits) – *Hybrid Format*
BUSML 7245 - Analytics for Micro Marketing Data (1.5 credits) – *Hybrid Format*
BUSOBA 7334 - Sports Analytics (1.5 credits) – *Hybrid Format*
BUSML 7247 - Analytics for Macro Marketing Data (1.5 credits) – *Hybrid Format*

BUSAMIS 7220 - Financial Statement Analysis I (1.5 credits)
BUSAMIS 7221 - Financial Statement Analysis II (1.5 credits)
BUSAMIS 7520 - Fraud Examination (1.5 credits)

BUSFIN 7221 - Financial Modeling (1.5 credits)
BUSFIN 7230 - Derivatives I (1.5 credits)
BUSFIN 7232 - Derivatives II (1.5 credits)

BUSOBA 7222 - Simulation, Risk Analysis and Decision Making (1.5 credits)
BUSOBA 7223 - Project Management (3 credits)
BUSOBA 7232 - Supply Chain Analytics: Matching Supply with Demand (1.5 credits)

BUSML 7219 - Customer Satisfaction and Loyalty Analysis (1.5 credits)
BUSML 7201 - Marketing Research and Analytics (1.5 credits)
BUSML 7204 - Quantitative Product and Pricing Analysis (1.5 credits)
BUSML 7382 - Logistics Analytics (1.5 credits)

A sampling of Electives outside of Fisher (substituting for one of the above electives Type I electives):

Classes below range from 2 – 4 credit hours

Econ 6731 - Survey of Econometric Methods I
Econ 6732 - Survey of Econometric Methods II
Stat 6410 - Design and Analysis of Experiments
Stat 6550 - The Statistical Analysis of Time Series
Stat 6560 - Applied Multivariate Analysis
Stat 6570- Applied Bayesian Analysis
Stat 6605 - Applied Survival Analysis
Stat 6610 - Applied Nonparametric Statistics
Stat 6640 - Principles of Statistical Quality Control
Stat 6650 - Discrete Data Analysis
Stat 6730 - Introduction to Computational Statistics

Type II Electives:

Any graduate level course offered at Fisher College of Business (listed at Type I or otherwise)

¹ The inclusion of a course on the list of preapproved electives does not imply a commitment to offer that course on Saturdays each year. Following our approach in the EMBA and WP MBA programs, and working with course offering units both within and outside Fisher, we will endeavor to go beyond offering the minimum number of elective courses required (6 credit hours) and offer as many electives on Saturdays as feasible, subject to demand (overall program size and student preferences) and staffing constraints. Students always have the opportunity to enroll in sections of elective courses offered during regular times, including evening sections currently offered for students in our Working Professionals MBA program.