

ANALYTICS (NON-THESIS) (M.M.) (45 CREDITS)

Offered by: Management (Desautels Faculty of Management)

Degree: Master of Management

Program credit weight: 45

Program Description

The core module is designed to teach the fundamentals of data and decision analytics, team management, and leadership. The complementary course module is designed to expose students to a variety of management analytics application topics including marketing, retailing, supply chain, healthcare, security, pricing, talent and network analytics. Finally, the experiential module, which consists of a capstone management analytics project plus a community project or internship, is designed to provide students with the experience of hands-on application of the concepts taught in real-world settings and the opportunity to interact with practitioners in leading analytics organizations.

Note: For information about Fall 2025 and Winter 2026 course offerings, please check back on May 8, 2025. Until then, the "Terms offered" field will appear blank for most courses while the class schedule is being finalized.

Required Courses (27 credits)

Note: Students take either BUSA 693D1 Analytics and Solution Consulting Practicum. and BUSA 693D2 Analytics and Solution Consulting Practicum. or BUSA 693N1 Analytics and Solution Consulting Practicum. and BUSA 693N2 Analytics and Solution Consulting Practicum..

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Course	Title	Credits
BUSA 693D1	Analytics and Solution Consulting Practicum.	3
BUSA 693D2	Analytics and Solution Consulting Practicum.	3
BUSA 693N1	Analytics and Solution Consulting Practicum.	3
BUSA 693N2	Analytics and Solution Consulting Practicum.	3
INSY 660	Coding Foundations for Analytics.	3
INSY 661	Database and Distributed Systems for Analytics.	3
INSY 662	Data Mining and Visualization.	3
MGSC 660	Mathematical and Statistical Foundations for Analytics.	3
MGSC 661	Multivariate Statistical Analysis.	3
MGSC 662	Decision Analytics.	3
ORGB 660	Managing Data Analytics Teams.	1.5
ORGB 661	Ethical Leadership and Leading Change.	1.5

Complementary Courses (18 credits)

3 credits from the following:

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Course	Title	Credits
BUSA 600	Analytics Internship.	3
BUSA 649	Community Analytics Project.	3

15 credits from the following:

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Course	Title	Credits
ACCT 626	Data Analytics in Accounting.	1.5
ACCT 696	Advanced Topics in Accounting Analytics.	1.5
BUSA 611	Independent Studies in Analytics 1.	1.5
BUSA 613	Independent Studies in Analytics 2.	3
BUSA 684	Analytics Study Trip.	3
FINE 675	Financial Valuation Analytics for Startups.	1.5
FINE 695	Advanced Topics in Finance Analytics 1.	1.5
FINE 696	Advanced Topics in Finance Analytics 2.	1.5
INSY 669	Text Analytics.	1.5
INSY 670	Social Media Analytics.	1.5
INSY 671	Analytics and Open Innovation.	1.5
INSY 672	Healthcare Analytics.	1.5
INSY 673	Security Analytics.	1.5
INSY 674	Enterprise Data Science: Concepts and Algorithms	1.5
INSY 684	Enterprise Machine Learning in Production	1.5
INSY 695	Advanced Topics in Information Systems 1	1.5
MGPO 695	Advanced Topics in Strategy Analytics.	1.5
MGSC 670	Revenue Management.	1.5
MGSC 672	Operations and Supply Chain Analytics.	1.5
MGSC 673	Introduction to Artificial Intelligence and Deep Learning.	1.5
MGSC 674	Optimization for Data Science.	1.5
MGSC 684	Data Driven Decisions and Modelling for Operations	1.5
MGSC 695	Advanced Topics in Management Science 1	1.5
MRKT 671	Advanced Marketing Analytics.	1.5
MRKT 672	Internet Marketing Analytics.	1.5
MRKT 673	Pricing Analytics.	1.5
MRKT 674	Retail Analytics.	1.5
MRKT 696	Advanced Topics in Marketing Analytics.	1.5
ORGB 671	Talent Analytics.	1.5
ORGB 672	Organizational Network Analysis.	1.5
ORGB 695	Advanced Topics in Organizational Behaviour.	1.5