

# BUSINESS ADMINISTRATION AND MARKETING ANALYTICS, MASTER OF BUSINESS ADMINISTRATION AND MASTER OF SCIENCE (DUAL DEGREE) (M.B.A. AND M.S.)

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**Non-thesis only:** 66 credits required

The Robert H. Smith School of Business is a global leader in integrating business management and technology. Smith MBAs can take advantage of this strength in the joint MBA/MS degree program and leverage their managerial skills with studies that develop research and technological skills in finance, accounting, information systems, or supply chain management. Students may apply for admission to the MBA/MS degree program at the beginning of the application process or at the end of their first year in the MBA program. Students complete **66 total credits** including 36 credits of Business courses and 30 credits of Marketing Analytics courses.

Part-time MBA students complete the **BUSI** designated courses. Full-time MBA students complete the **BUSM** designated courses.

Course	Title	Credits
<b>Core Requirements</b>		
BUSI610/ BUSM602	Introduction to Financial Accounting	2
BUSI611/ BUSM616	Managerial Accounting	2
BUSI/BUSM621	Digital Transformation in Business	2
BUSI630/ BUSM606	Data Driven Decision Making	2
BUSI634/ BUSM624	Operations Management	2
BUSI640/ BUSM610	Corporate Finance	2
BUSI650/ BUSM612	Marketing Management	2
BUSI662/ BUSM600	Leadership and Teamwork	2
BUSI681/ BUSM604	Managerial Economics and Public Policy	2
BUSI683/ BUSM626	The Global Economic Environment	2
BUSI690/ BUSM614	Strategic Management	2
MBA Electives approved by advisor		14
Marketing Analytics core courses		12
Marketing Analytics specialization courses		18
<b>Total Credits</b>		<b>66</b>