Harness
the Power of Data

The Data Analytics concentration within the University of South Florida Online Master of Business Administration (MBA) program prepares students for careers in business data analysis and data visualization/story-telling. This concentration will provide hands-on experience with analytical tools and database software.

With the proliferation of complex datasets and the growing dependence on digital platforms, the field of data analytics plays a crucial role in driving innovation and decision-making across private and public sectors alike.

To learn more, contact the USF Graduate Business Programs office at bsn-grad@usf.edu or 813-974-3335.

Required MBA Concentration Courses
- ISM 6565 Fundamentals of Data Management and Analysis
- QMB 6304 Foundations of Business Statistics
- ISM 6136 Data Mining
- A three (3) credit hour designated global course chosen in consultation with the graduate director.

Plus one of the following courses
- MAR 6668 Marketing Analytics
- ACG 5841 Analytics in Accounting
- ISM 6137 Advanced Statistical Modeling
- ISM 6419 Data Visualization
- MAN 6347 People Analytics

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