The traditional managerial toolkit — strategy, marketing, finance and accounting — is still invaluable, but aspiring leaders also must understand how technology, data and analytics allow managers to quickly evaluate new opportunities. The Analytics MBA is a STEM program for young professionals that teaches you to present data-driven insights as part of a broader business strategy, and includes significant emphasis on personal and professional development through experiential learning.

CURRICULUM OVERVIEW
The curriculum includes three prerequisite courses establishing a basic management foundation. Students may waive these courses based on work or academic experience.

LANGUAGE OF BUSINESS
Courses in this block help you understand scientific and technical advances from the viewpoint of a manager who must carefully deploy resources in pursuit of innovation.
- Marketing Management
- Discovering & Exploiting Entrepreneurial Opportunities
- Corporate Finance
- Strategic Management

LEADERSHIP AND INNOVATION
These courses will nurture the aspiring leader within you, challenging you to think critically about problems and creatively about resources.
- Leader Development
- Leading Creative Collaboration
- Human-Centered Design Thinking
- Service Innovation

ANALYTICAL THINKING
These classes emphasize the use of advanced analytics techniques, preparing you to use data in making better decisions.
- Business Analytics: Data, Models and Decisions
- Multivariate Data Analytics
- Advanced Data Analytics and Machine Learning
- Applied Analytics

CAPSTONE
The program concludes with a choice of capstone experience, in which you’ll apply lessons to a company problem, start a business or complete a business simulation.
- Technology Commercialization Practicum
- Field Consulting Program
- Application and Integration of Technology Management

EXPERIENTIAL COMPONENTS
Coursework is a critical piece of the Analytics MBA experience at Stevens, but just as important are the experiential components that will round out the portfolio of skills you’ll use to pursue an internship and get hired.

PROFESSIONAL MENTORSHIP
You’ll be paired with a mentor who provides personal attention and coaching for your career.

LEADERSHIP DEVELOPMENT
At a West Point retreat, you’ll complete challenges under the tutelage of Army veterans, who will explain how to apply lessons from these challenges at work.

BUSINESS IMMERSION
You’ll spend a week visiting with managers at companies to understand the challenges of managing innovation in the digital economy.

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