

BUSINESS ANALYTICS AND AI, MAN

Overview

The mission of the Master of Business Analytics & AI (MANA) program is to prepare graduates to lead data-driven decision making in an increasingly complex, technology-enabled business environment. Through a rigorous curriculum grounded in strong intellectual and ethical standards, and through close interaction among faculty, students, and industry partners, the program develops the analytical, technical, and strategic capabilities required to transform data into actionable business insights.

The MANA program equips students with expertise in business analytics, artificial intelligence, strategic analysis and planning, risk management, and problem solving. Emphasizing experiential learning, the program integrates hands-on projects and real-world applications that reflect current and emerging analytics technologies used in industry. Course content is informed by ongoing engagement with industry to ensure relevance to evolving employer needs.

Students may tailor their degree to specific career objectives through specializations in accounting and finance, energy, or marketing and management. Graduates of the program are prepared for analytics-focused roles across a wide range of industries and are expected not only to contribute meaningfully to organizational decision making, but also to uphold the highest standards of academic integrity and professional conduct.

The specialized MANA curriculum requires 30 credit hours of academic work and can be completed in two or three semesters. A 4+1 program option is available for Tulane undergraduate students.

Requirements

Co-requisites

The following courses are the co-requisites for the MANA program.

1. MGSC 6020 Business Stats and Models (3 c.h.)
2. MGSC 7320 Advanced Spreadsheet Modeling (3 c.h.)

Tulane undergraduates can meet the co-requisites by earning a grade of B or better in the following undergraduate Tulane courses:

1. For MGSC 7320 Advanced Spreadsheet Modeling:
MGSC 3010 Introduction to Business Analytics (3 c.h.)
2. For MGSC 6020 Business Stats and Models (3 c.h.):
MATH 1110 Probability & Statistics I (3 c.h.), MATH 1230 Statistics For Scientists, MATH 3070 Intro To Probability (3 c.h.), MATH 3080 Intro to Statistical Inference (3 c.h.), or any other statistics course with topics: probability, statistical inference, and regression.

Students may complete the co-requisite courses by taking the aforementioned courses at Tulane prior to MANA matriculation or by taking equivalent courses prior to MANA matriculation in an undergraduate or graduate program at a school accredited by The Association to Advance Collegiate Schools of Business (AACSB), the EFMD Quality Improvement System (EQUIS), or the Association of MBAs (AMBA). The language of instruction for the co-requisite course must be English. If the co-requisite is met with a non-Tulane course or an undergraduate Tulane course, the student must earn a grade of B or better in the co-requisite course to avoid taking the aforementioned graduate-level Tulane course.

Curriculum

The Master of Business Analytics & AI curriculum, developed by faculty and industry experts, addresses the technical demands of the analytics job market. It emphasizes advanced skills in data analysis, machine learning, artificial intelligence, business intelligence, and effective business communication. With an industry-focused, experiential learning approach, students work with real-world datasets, applying cutting-edge techniques in collaboration with companies. Students interact with industry professionals through a practicum and a semester-long capstone project, solving a current business problem for a local organization, ensuring they graduate with both technical expertise and strong communication skills.

Degree Requirements

The Master of Business Analytics & AI (MANA) program requires completion of 30 credit hours with the following degree requirements.

Course ID	Title	Credits
Required Courses		
Fall Term		
CDMA 6030	Advanced Career Development and Management	
MGSC 7000	Bus Analytics Practicum	
MGSC 7100	SQL Database Fundamentals and Business Intelligence	
MGSC 7310	Modeling and Analytics	

MGSC 7340	Web Analytics	
Spring Term		
MGSC 7520	Advanced Modeling and Analytics	
MGSC 7870	Business Analytics Projects	
Four advisor-approved electives		12
Total Credit Hours		12

Specializations

MANA students have the option of completing a specialization within the program that allows for in-depth study in a particular business area of interest. All specializations require 9 credit hours. A student cannot count the same course for multiple specializations. Students should plan in advance and work closely with their academic advisor to ensure they meet the prerequisites/co-requisites for their chosen courses, as different electives and specializations have varying requirements.

Accounting and Finance Analytics

Course ID	Title	Credits
Complete 9 credit hours from the following: ¹		
ACCN 7130	Financial Statement Analysis	3
ACCN 7140	Advanced Managerial Accounting	3
ACCN 7150	Accounting Information Systems	3
ACCN 7270	Advanced Risk Analytics	3
ACCN 7290	Accounting Analytics	3
FINE 7180	Financial Modeling	3
FINE 7270	FinTech and Blockchain: Transforming the Financial Landscape	3
FINE 7510	Econometrics and Forecasting	3
FINE 7650	Fixed Income Analytics & Modeling	3
Other ACCN or FINE 7000-level elective if approved by advisor and instructor		3

¹ Must take at least one accounting course and at least one finance course.

Energy Analytics

Course ID	Title	Credits
Complete 9 credit hours from the following:		
ENRG 7100	Energy Markets, Institutions & Policy	3
ENRG 7110	Energy Modeling	3
ENRG 7200	Energy Fundamentals & Trading	3
ENRG 7500	Energy Risk Management	3
Other ENRG 7000-level elective if approved by advisor and instructor		3

Marketing and Management Analytics

Course ID	Title	Credits
Complete 9 credit hours from the following: ¹		
MGMT 7090	Strategy Analytics	3
MGMT 7210	Management of Technology and Innovation	3
MKTG 7250	Social Media and Online Marketing	3
MKTG 7280	Data and Analysis for Marketing Decisions	3
Other MGMT or MKTG 7000-level elective if approved by advisor and instructor		3

¹ Must take at least one marketing course and at least one management course.

Recommended Electives

These electives are highly recommended because they strengthen students' practical understanding of concepts, emerging trends and applications in business analytics; however, they are not applied toward any specialization requirements.

MGSC 7650 Applied Machine Learning and AI (3 c.h.)

MGSC 7530 Advanced Data Management (3 c.h.)

4+1 Program

The 4+1 program is available to Tulane students, requiring all participants to meet the MANA program co-requisites before starting the +1 portion of their studies. By incorporating these co-requisite courses, the program leverages the existing accessibility and familiarity that many Tulane and non-Tulane students already have with these foundational subjects. This integration not only streamlines the admission process but also ensures that students enter the MANA program equipped with essential analytical tools and methodologies, providing a strong foundation for advanced coursework. Students must apply through the Freeman School's Graduate Admissions Office (<https://freeman.tulane.edu/graduate/master-business-analytics/admissions>) and be accepted into the program prior to enrolling in any MANA courses.

4+1 students are allowed to apply six graduate-level credits towards both their undergraduate and MANA degrees. They can also take an additional six graduate-level credits during their undergraduate studies, which will count solely toward the MANA degree. Freeman undergraduate students can take the following graduate-level courses (three required and one elective) as part of their 4+1 program. These courses were chosen because they teach fundamental analytics skills that are built on in the subsequent required and elective courses for the MANA degree.

1. MGSC 7000 Bus Analytics Practicum (3 c.h.)
2. MGSC 7100 SQL Database Fundamentals and Business Intelligence (3 c.h.)
3. MGSC 7340 Web Analytics (3 c.h.)
4. One advisor-approved MANA elective

Students should work closely with their academic advisor to ensure they meet the prerequisites/co-requisites for their chosen courses, as different electives have varying requirements. Some of the elective courses may have strict prerequisite requirements that must be met. A typical course plan for a 4+1 MANA student would look like this:

Course ID	Title	Credits
Senior Fall Term		
MGSC 7000	Bus Analytics Practicum	3
MGSC 7100	SQL Database Fundamentals and Business Intelligence	3
MGSC 7340	Web Analytics	3
Senior Spring Term		
Authorized MANA Elective *		3
MANA Fall Term		
MGSC 7310	Modeling and Analytics	3
CDMA 6030	Advanced Career Development and Management	0
Authorized Elective *		3
Authorized Elective *		3
MANA Spring Term		
MGSC 7520	Advanced Modeling and Analytics	3
MGSC 7530	Advanced Data Management *	3
MGSC 7650	Applied Machine Learning and AI *	3
MGSC 7870	Business Analytics Projects	3

* Only two of these marked electives will be taken by 4+1 students. Therefore, total credit hours of the program is 30 hours.

Program String and Field of Study: BSMAN_GR, MANI

Contact

For more information, contact the A. B. Freeman School of Business (<https://freeman.tulane.edu/graduate/master-business-analytics#abf-request-information>)