Data Analytics

Data Analytics Legend

- ◯ Core Course
- ◯ Specialized or Related Elective
- ● Capstone Elective

*Solid Arrow = Prerequisite for electives

Core

Managerial Statistics
B6100/B5100, 1.5/3 credits

Business Analytics
B6101/B5101, 1.5 credits

Foundations

Tools

Applied Regression Analysis
B8114/B7114, 1.5 credits

Business Analytics 2: Foundations of AI
B8103, 1.5 credits

Business Experiments: Analytics for Causal Insight
B8257, 3 credits

Business Analytics 3: Modern AI, Deep Learning and Generative AI
B8117, 1.5 credits

Generative AI for Business
B8609/B7609, 1.5 credits

Data Analytics in Python
B8139, 3 credits

Technical Skills

Digital Literacy for Decision Makers
B8125, 1.5 credits

Introduction to Databases for Business Analytics
B8138, 1.5 credits

Introduction to Programming in R
B8144, 1.5 credits

WebApp Programming in Python*
B8126, 3 credits

Python for MBAs*
8154/B7154, 1.5 credits

Industry Applications

Pricing Strategies
B8649/B7649, 1.5 credits

Data Science for Marketing Managers
B8633, 1.5 credits

Digital Marketing
B8679/B7640, 1.5/3 credits

Digital Marketplaces
B8159, 1.5 credits

Market Intelligence: The Art and Science
B8656, 3 credits

Real Estate Analytics*
B8474, 1.5 credits

Revenue and Supply Chain Management
B8109, 3 credits

Sports Analytics
B8131, 3 credits

The Analytics Advantage
B8148, 1.5 credits

Capstone

Analytics in Action
B8146, 3 credits

*Canvas "Basic Python" Class and Python Basic Qualification Exam required to take this class - see academics.gsb.columbia.edu/python for details

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