

# THE COLLEGE OF BUSINESS AND ECONOMICS

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The College of Business and Economics (CBE) offers four specialized Master of Science programs and three Graduate Certificates. The content of each program reflects current industry needs, focuses on applied, experiential learning, and is designed to take students into the next phase of their careers.

The STEM designated M.S. in Accounting and Business Advisory Services will deepen students' accounting knowledge as they achieve the 150 credit hours required for a CPA. Graduates have the flexibility needed to either accelerate their public accounting careers or pursue careers in other areas, such as management accounting, internal auditing, accounting for governmental or other nonprofit entities, and management consulting.

The STEM designated M.S. in Economic Analytics teaches students to combine economic methods with data analytics to assess the causal impact of policies, laws, business practices, natural events, and other interventions on economic outcomes of interest. Courses include computational economics, machine learning for economics, causal inference, and impact evaluation. The program's innovative and rigorous curriculum prepares graduates for high-quality, knowledge economy jobs as economists, analysts, or statisticians.

The unique, STEM designated M.S. in Marketing Intelligence is focused on acquiring, analyzing, and utilizing marketing data to make strategic decisions, and incorporates multiple professional certifications. Graduates will be qualified for jobs such as Marketing Intelligence Analyst, Digital Marketing Manager, Marketing Research Analyst and Customer Insight Specialist. The Interactive Marketing Graduate Certificate is embedded within the program.

The STEM designated M.S. in Supply Chain Management provides learners with the advanced knowledge and technology skills needed to manage, analyze and control activities across the entire supply chain from upstream procurement and logistics to downstream distribution channels. Graduates will be equipped to pursue career paths such as purchasing specialist, contract administrator, procurement officer, supply chain management professional and business analyst. The Graduate Certificate in Supply Chain Management is embedded in the program.

Judy Harris, Interim Dean  
 Lisa Simmons, Assistant Dean

## Master's Degree Programs

- Accounting and Business Advisory Services
- Economics Analytics
- Marketing Intelligence
- Supply Chain Management

## Graduate Certificate Programs

- Interactive Marketing
- Supply Chain Management
- Project, Program, and Portfolio Management