

光华管理学院 2026 年 金融硕士（商业分析方向） 培养方案

Advanced Time Series Analysis				
Marketing Management and Customer Value				
Data, Programming and Decision-making				
Machine Learning and Business Data Mining				
Marketing Research in the Digital Era				
Causal Inference and Its Business Application				
Brand Management				
Big Data Computation and Forecasting				
New Media and Targeted Advertising				
Quantitative Investment and High frequency Trading				
Deep Learning and Natural Language Processing				
Sports Marketing				