

WHICH CAREER PATH WILL YOU TAKE?

Masters of Science in Business Analytics or MBA with a concentration in Business Analytics?

The MS in Business Analytics prepares students to work in business organizations where they will apply appropriate analytical tools for use in developing business strategies, capturing opportunities and addressing challenges. Their learning will enable them to select, transform and interpret data for framing alternatives and assessing potential outcomes.

MS in Business Analytics graduates often act as intermediaries between business managers and data scientists or technologists.

The MBA with a concentration in Business Analytics gives graduates a solid grounding in business theory, operations and administration along with specialized knowledge of the processes involved in selecting and analyzing data and communicating results.

Concentration holders possess a deeper understanding of the scope and power of well-sourced and interpreted data. This makes them more effective “consumers” of analytics in the management of their functional areas or enterprises.

LEARNING OUTCOMES



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- // MS in Business Analytics graduates gain depth of knowledge in the use of analytics tools and methodologies
- // Graduates are able to identify relevant business trends and patterns through interpretation of select data sets
- // Through participation in capstone practicum, students gain hands-on, marketable experience in the application of business analytics techniques

- // MBA graduates who concentrate in Business Analytics add specific business analytics skills to their solid foundation in business theory, operations and management
- // Acquired business analytics knowledge allows MBA graduates to better communicate and evaluate data-rich information
- // Business Analytics knowledge gives MBA graduates tools to enhance problem-solving and planning activities

EMPLOYMENT OUTCOMES



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An MS in Business Analytics prepares students for positions such as:

- // Predictive Modeler
- // Quantitative Analyst
- // Operations Analyst
- // Performance Management Specialist
- // Web Analyst
- // Marketing Analytics Consultant

The MBA with a concentration in Business Analytics prepares students for positions such as:

- // Financial Analyst/Advisor
- // Digital Marketing Manager
- // Credit Portfolio Analyst
- // Data or Business Analyst
- // Healthcare Benefits Analyst
- // Risk Analyst

OVER

MS IN BUSINESS ANALYTICS OR MBA WITH A CONCENTRATION IN BUSINESS ANALYTICS?

IDEAL FOR
**CANDIDATES
WHO HAVE:**



IDEAL FOR
**CANDIDATES
WHO HAVE:**

A strong interest in:

- // Data-based decision making using modern technologies
- // Analyzing data derived from social media, surveys and business operations

An undergraduate degree in business, science, math or another technical field and three or more years of work experience

A desire/need to:

- // Use data to help find innovative solutions to business problems
- // Understand the processes of selecting and preparing data for analysis

Strong undergraduate performance and demonstrated proficiency in quantitative subject matter. Professional work experience preferred

TIME FRAME
16-21
MONTHS



TIME FRAME
26
MONTHS

30
CREDITS



36
CREDITS

GMAT/GRE
WAIVER?
YES



GMAT/GRE
WAIVER?
YES

AACSB
ACCREDITATION?
YES



AACSB
ACCREDITATION?
YES

DIFFERENT ACEDMIC
BACKGROUNDS WELCOME?
YES



DIFFERENT ACEDMIC
BACKGROUNDS WELCOME?
YES

Continue the conversation today regarding your Business Analytics career goal with our Student Recruitment Manager.

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