

Master of Science BUSINESS ANALYTICS

Deep-dive into managing big data in today's competitive business world. You'll use your quantitative modeling skills to analyze large amounts of data and then recommend factual, innovative and insightful solutions to business problems.

What You Will Learn

EXPERIENCES TAILORED FOR YOUR CAREER:



Business Analytics Capstone

Partner with a real company and use real data to help them solve their business problems using the technical and analytical skills you've gained.



Datathon Competition

Use your consulting, teamwork and analytical skills to help real businesses understand their data. You'll also compete for a grand prize.

INDUSTRY-SPECIFIC TOOLS YOU WILL USE:

- Amazon Web Services
- Google Analytics
- Excel Solver and Solver Table
- Hadoop
- Hive
- Python
- R
- Spark
- SQL

STEM Eligible Program

3

Semesters

30

Credits

KEY CONCEPTS EXPLORED:

- Artificial Intelligence
- Business Value of Big Data
- Digital Marketing Strategies
- Linear, Integer and Nonlinear Optimization
- Machine Learning
- Monte-Carlo Simulation
- Price Optimization Price-Response Functions
- Structured Problem-Solving Process
- Time Series Forecasting
- Text Analytics

FACULTY PROFILES:



Jessica Clark

European Research Paper of the Year Award Recipient

Expert in Using Data Science for Business Analytics, Advertising, Television, Social Media and Crowdfunding



Tunay Tunca

Dean's Professor of Management Science and Operations Management

Allen J. Krowe Teaching Excellence Award Recipient

Expert in Forecasting, Supply Chain Risk and the Economics of Security

2019 STUDENT PROFILE:

319

Average GRE Score

3.4

Average Undergrad GPA

670

Average GMAT Score

48%

Women

Where Your Degree Can Take You

\$74K

Average Starting Salary
of our MSBA Graduates*
(2018)

7 IN 10

MSBA Students Who
Secure Employment within
Six Months of Graduating*
(2018)

61%

Employers Planning To Hire Job
Candidates with a Master's
Degree in Business Analytics
(GMAC, 2019)

MUCH FASTER THAN AVERAGE GROWTH

27%

10-Year Job Growth for Operations
Research Analysts
(Bureau of Labor Statistics, 2016 - 2026)

POTENTIAL JOB TITLES:

- Business Intelligence Analyst
- Data Analyst
- Data Scientist
- Operations Research Analyst
- Quantitative Analyst/Modeler
- Risk Analyst

BUSINESSES WHO HIRE OUR STUDENTS INCLUDE:



*Data for 2018 graduates who reported their U.S. salaries to Maryland Smith's Office of Career Services.

“

Our students find courses such as Data Mining & Predictive Analytics greatly beneficial. The tools and technology they'll learn and use in this course and others are also what they'll be regularly using in the workplace.

”

Frank Alt

**Academic Director
Business Analytics**



**ROBERT H. SMITH
SCHOOL OF BUSINESS**

Learn More:

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