

# MASTER OF SCIENCE BUSINESS ANALYTICS

Deep dive into the complex, frequently evolving world of data analysis. You'll explore the best ways to analyze and interpret massive amounts of data to eventually recommend factual, innovative solutions to businesses challenges. We're also committed to democratizing analytics — making these skills accessible and attainable for students with any academic background.

## KEY CONCEPTS AND METHODS

- Applications of AI
- Digital marketing strategies
- Machine learning
- Math programming and optimization
- Monte Carlo simulation
- Price optimization
- Text analytics
- Time-series forecasting

## PLATFORMS, LANGUAGES AND TOOLS

- R
- Python
- SQL
- Solver and CPLEX
- Tableau
- AWS
- Spark
- Hadoop
- Hive
- Google Analytics

## ANALYTICS BRIDGE PROGRAM

Need an analytics introduction or refresher? Take mini courses and workshops to get you up to speed in key quantitative areas before starting the program.

- **Quantitative focus**  
Calculus and statistics courses
- **Programming focus**  
R, Python and SQL courses
- **Other skills**  
Data analytics technology and problem-solving

## CAREER-TAILORED EXPERIENCES



### Partner with a Real Business

Use data to help solve business problems using the technical and analytical skills you've gained.



### Participate in Data Competitions

Connect with top employers and engage in work mirroring what you'll do in the real world.

## PROGRAM DETAILS

**STEM**  
ELIGIBLE PROGRAM

**IN-PERSON  
AND ONLINE**  
FORMATS AVAILABLE

**3**  
SEMESTERS

**30**  
CREDITS

## WHO SHOULD APPLY

Recent college graduates from any academic background who want to strengthen their quantitative abilities and address how companies can fuel growth and change through data.

# \$75k

Average starting salary  
of our MSBA graduates\*  
(2020)

# 7 IN 10

Employers planning to hire  
job candidates with a master's  
degree in business analytics  
(GMAC, 2019)

# 70%

MSBA students who secure a job  
within six months of graduating\*  
(2020)

# 25%

Much faster-than-average  
10-year job growth for operations  
research analysts  
(BLS, 2019-2029)

## POTENTIAL JOB TITLES

- Business intelligence analyst
- Data analyst
- Data scientist
- Operations research analyst
- Quantitative analyst/modeler
- Risk analyst

## EXPERT, WORLD-CLASS FACULTY



### Gisela Bardossy

- Member of the Data, Analytics and Statistics instruction group from the Decision Science Institute
- Expert in statistics and quantitative methods for business decision-making



### Suresh Acharya

- Helped Fortune 500 companies deliver data-informed solutions to demonstrate measurable results
- Designed and built data-informed solutions for industries that include supply chain management, retail and the airlines

## GRADUATES' JOB PLACEMENTS



# “

Smith's Office of Career Services was super helpful in helping me secure a job after I graduated. My career advisor looked at my resume and helped me rearrange it, organize my thoughts and craft a cover letter. Sure enough, I landed an interview for a consulting position.

# ”

—Bryce Trezise, MS Business Analytics '19, Advisory Consultant at Deloitte

\*Data for 2020 graduates who reported their U.S. salaries to Maryland Smith's Office of Career Services.

## LEARN MORE

CALL: 301.405.2559 | EMAIL: SMITHMASTERS@UMD.EDU | VISIT: GO.UMD.EDU/MSBA

