

MASTER OF SCIENCE BUSINESS ANALYTICS

Deep dive into the complex, frequently evolving world of data analysis. You'll explore the best ways 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

- AI and Big Data Frameworks
- Data Analysis and Visualization
- Decision Analytics
- Deep Learning
- NLP and Text Analytics
- Statistical Models

SKILL BUILDING WORKSHOPS

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

- **Programming focus**
R, Python and SQL courses
- **General skills**
Data analytics technology and problem-solving

PROGRAM DETAILS

STEM
ELIGIBLE PROGRAM

**IN-PERSON
AND ONLINE**
FORMATS AVAILABLE

3
SEMESTERS

30
CREDITS

PLATFORM, LANGUAGES AND TOOLS

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

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.

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.

\$109k

Average salary for data scientists in the U.S.
(Bureau of Labor Statistics, 2021)

72%

MSBA students who secure employment within six months of graduating from our program*
(2021)

25%

Much faster than average job growth for operations research analysts
(Bureau of Labor Statistics, 2020-2030)

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

amazon.com

CREDIT SUISSE

Walmart Labs

wayfair

Capital One

Deloitte.

“

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 2021 graduates who reported their salaries to Maryland Smith's Office of Career Services. Please note this figure does not reach the 75 percent MBACSEA reporting threshold.

LEARN MORE

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ROBERT H. SMITH
SCHOOL OF BUSINESS