

# MASTER OF SCIENCE IN *BUSINESS ANALYTICS*



NYU

STERN SCHOOL  
OF BUSINESS

## FIND WISDOM IN DATA

Business Analytics is the **intersection of business and technology**, offering new opportunities for a competitive advantage. Business analytics unlocks the predictive potential of data analysis to improve financial performance, strategic management, and operational efficiency.

## YOUR COMPETITIVE ADVANTAGE

The **NYU Stern Master of Science in Business Analytics**, an advanced **business** degree program, teaches students both to understand the role of evidence-based data in decision making and to leverage data as a **strategic asset**.

The program is designed for experienced professionals interested in gaining a competitive edge by synthesizing data to make better decisions.

Our students will gain experience in quantitative and technical methods as well as further develop their strategic and business management skills.



## BUSINESS ANALYTICS IN PRACTICE

The **Business Analytics Strategic Capstone** presented at the culmination of the program gives student teams an opportunity to review and interpret data through statistical and operational analysis, using predictive models and applying optimization techniques they have learned. The result should be a unified and practical business case presentation on a research topic of the team's choosing.

The Capstone process is a collaborative team effort of 4-6 students building on their own professional experience and academic content exposure. This creates a meaningful project that demonstrates their ability to exude an **integrated view of business analytics**.

## FORMAT

The MS in Business Analytics program is a one-year, part-time program divided into five on-site class sessions (modules) at NYU Stern in New York and two rotating global locations. The *modules are spread out over two fiscal years, as the course is offered from May to May*.

Our part-time format limits office leave to approximately 5 weeks over the course of the program. *Between modules, students complete approximately 20-25 hours of work per week on pre- and post-module tasks.* These assignments are conducted online through the program's online distance learning platform, adding another layer of flexibility to the course structure.

## CURRICULUM

Main focus areas of the curriculum include:

### Foundation/Data Science Fundamentals

- Pre-work prior to the start of the program designed to establish a common body of knowledge.
- Courses include Statistics, Data Science and Prediction.

### Business Fundamentals

- Courses prepare students to improve their strategic and business management skills and include Decision Models, Data Visualization and Revenue Management Pricing.

### Domain Knowledge Analytics

- Courses help students use analytics across different industries and include Social Media and Marketing Analytics and Operations Analytics.

### Practical Components

- Strategic Business Analytics Capstone
- Topical and relevant case discussions, exercises and simulations are integrated throughout.
- Distance learning work relating to current business analytics issues in practice.

## GLOBAL NETWORK

Our accomplished and diverse alumni and student body reside throughout the world but have a shared interest and common dialogue around the topic of business analytics.

Participants have the opportunity to cross-learn and share best practices among their cohort and through their exposure to top faculty and business leaders in this growing field.

With a degree from New York University, graduates will join NYU Stern's extensive global alumni network.

**TYPE OF PROGRAM:**

Master of Science Degree in Business Analytics

**PROGRAM STRUCTURE:**

- 1 year, part-time degree
- Five on-site class sessions (modules) rotating between New York and two global locations.
- Participants are away from their offices for approximately 5 weeks during the program.

**LANGUAGE OF INSTRUCTION:** English

**PARTICIPANT PROFILE:**

- The MS in Business Analytics Program is designed for **experienced professionals** established within analytical roles who help drive strategy through utilizing data. They aim to increase their knowledge of the most **advanced tools and techniques** for analysis, learn innovative ways to **communicate and display findings**, and leverage data in **strategic decision making**.
- Participants come from a broad range of sectors: Consumer Products, Energy, Financial, Healthcare, Pharmaceutical, Industrials, Technologies, NGO's, Consulting, etc.

**CLASS SIZE:** Limited to 60

**FEE\*:**

\$67,500 includes tuition, course materials, some meals and official events. Hotel and travel expenses are not included.

**ADMISSIONS CRITERIA:**

- Bachelor degree and strong GPA.
- Demonstrated high aptitude for quantitative analysis and academic success as evidenced by undergraduate and graduate coursework as applicable.
- Minimum 5 years full-time professional work experience.

**APPLICATION PROCESS:**

- Resume/CV
- Three Essays
- Two Recommendations Letters
- University transcript(s)
- TOEFL may be required for non-native English speakers
- Final interview
- USD 103 Application Fee
- Apply on-line at:  
<https://apply.embark.com/grad/nyustern/msba>

**DEADLINE:** Applications are reviewed on a rolling basis.

**SCHEDULE\*:**

Between courses, participants complete rigorous pre- and post-course work via distance learning that averages **20-25 hours per week** hours per week.

<b>Module 1</b>	May 17-29, 2015 (2 weeks)	New York
<b>Module 2</b>	August 10-15, 2015 (1 week)	Rotterdam
<b>Module 3</b>	October 26-31, 2015 (1 week)	Shanghai
<b>Module 4</b>	March 14-19, 2016 (1 week)	New York
<b>Project Presentation &amp; Graduation</b>	May 2016 (2 days)	New York

*\*Please note that dates, locations and tuition fee are subject to change*

**RETURN ON INVESTMENT**

There is an increased need for people with deep analytical skills, as a McKinsey 2011 Report states:

“The United States alone faces a shortage of 140,000 – 190,000 people with analytical expertise and 1.5 MILLION managers and analysts with the skills to understand and make decisions based on the analysis of data.”

After completing the program, graduates are well prepared to follow a career in the field of Business Analytics or build on new found credibility and confidence to provide critical business analytics advisory services.

**TO REQUEST AN INFORMATIONAL MEETING:**

Submit a preliminary information form:

<http://nyusternglobalprograms.force.com/MSBA>

**CONTACT US:**

Master of Science in Business Analytics:

Phone: 212 998 0442

E-mail: [msba@stern.nyu.edu](mailto:msba@stern.nyu.edu)

Website: [www.stern.nyu.edu/business-analytics](http://www.stern.nyu.edu/business-analytics)

# AN EDUCATION IN POSSIBLE