Master of Science in Business Analytics

Students in the MSBA program deepen their quantitative and analytical skills and learn to derive value from data to create a business advantage across markets and industries. This program is delivered by top-ranked Departments of Information Systems and Supply Chain Management. Students can pursue both technical and non-technical positions. Most roles in analytics are within a functional department, for example there is great demand for analytical skills in marketing, finance, supply chain and information management. MSBA is as a STEM program.

SKILLS AND QUALIFICATIONS
(from previous work experience and MSBA courses):

- Data Management
- Data Mining
- Data Visualization
- Decision Analysis
- Enterprise Data Modeling
- Machine Learning
- Marketing Analytics
- Monte Carlo Simulation
- Optimization Modeling
- Predictive Analytics
- Sensitivity Analysis
- Statistical Modeling
- Software: SAS, Hadoop, Cognos, SAS Enterprise, SPSS, @RISK, Palisades Decision Suite, R, SQL, Optimization Software, Python, Tableau, AzureML

SAMPLE JOB TITLES

- Analyst
- Analytics Consultant
- Analytics Manager
- Business Analyst
- Business Intelligence (BI) Analyst
- Category Analyst
- Consultant
- Data Analyst
- Data Analytics Associate
- Data Manager
- Data Scientist
- Data Specialist
- Decision Analyst
- Financial Analyst
- IT Specialist
- Marketing & Analytics Consultant
- Management Trainee
- Network Security Analyst
- Operations Analyst
- Pathways Operations Manager
- Senior Analyst
- Supply Chain Analyst

SAMPLE OF EMPLOYERS RECRUITING MSBA STUDENTS

Employers include student and school facilitated opportunities

- A. T. Kearney
- Adobe Systems
- Amazon
- American Airlines
- American Express
- Apple, Inc.
- Apollo Group
- Arizona Diamondbacks
- Avnet
- Bank of America
- BASIS.ed
- Caesars Entertainment
- Capital One
- CGI Group
- Collective Bias
- CVS Caremark
- Deloitte Consulting
- Discover
- Facebook
- Fender
- General Motors
- Go Daddy
- Honeywell
- IBM
- Isagenix International
- Intel
- JPMorgan Chase
- Kohl’s
- KPMG
- Macy’s (MCCS)
- Marketelligent
- Microchip
- Microsoft
- MSS
- On Q
- Oracle
- Petco
- PetSmart
- PricewaterhouseCoopers
- Raytheon
- Siemens
- Shamrock Foods
- State Farm
- Tesoro
- T-Mobile
- USAA
- Walmart
- World Elites
- Zocdoc