

# SEIZE THE OPPORTUNITY

## IS QUESTROM'S MS IN BUSINESS ANALYTICS RIGHT FOR YOU?

Detail-oriented. Curious. Forward-thinking. Ready to flex your analytical acumen. If this sounds familiar, the Master of Science in Business Analytics is made for you. Throughout the program, you'll develop essential skills in all areas of business analytics, ranging from data mining and experimental methods to privacy and ethics. The curriculum is primarily designed to enhance your programming and analytical expertise through rigorous hands-on coursework. You'll practice newly acquired skills using real-world scenarios to enhance your analytical abilities. And, you'll gain access to workshops, datathons, industry speakers, and networking opportunities. Along the way, you'll also learn the essential professional skills that are highly valued by employers, including effective communication and collaboration. The MS in Business Analytics will prepare you to venture into this growing field with the knowledge, skills, and confidence to succeed.

### FIND YOUR BEST FIT

The MS in Business Analytics is a 37-credit program that develops your ability to think critically about data problems in business contexts. The 16-month track is ideal for students interested in pursuing a summer internship prior to their final semester, and who wish to have more time to practice their new skills. Students in this track can also elect to obtain concentrations in marketing analytics, healthcare analytics, or applied data science (data and methods). The 12-month, accelerated track is perfect for students with more prior experience who are looking to graduate sooner. Students in the accelerated track will complete capstone projects with industry partners during their final summer semester.

Learn more at [bu.edu/business-analytics/](https://bu.edu/business-analytics/).

### CURRICULUM MAP\*

16-MONTH TRACK	12-MONTH TRACK
PRE-PROGRAM START: PROGRAMMING AND STATISTICAL FOUNDATIONS BOOTCAMP**	
FALL	
<ul style="list-style-type: none"> <li>CORE CONCEPTS IN PROGRAMMING, MACHINE LEARNING, AND BUSINESS ANALYTICS</li> <li>COMMUNICATIONS AND TEAMING</li> </ul>	
SPRING	
ADVANCED DATA MODELING AND INITIAL ELECTIVES	
SUMMER	
<ul style="list-style-type: none"> <li>DATA ETHICS INTENSIVE MODULE</li> <li>OPTIONAL INTERNSHIP</li> </ul>	<ul style="list-style-type: none"> <li>DATA ETHICS INTENSIVE MODULE</li> <li>FINAL ELECTIVE</li> <li>CAPSTONE PROJECTS</li> </ul>
FALL	
<ul style="list-style-type: none"> <li>FINAL ELECTIVES</li> <li>ABILITY TO COMPLETE CONCENTRATION</li> </ul>	

\* The program curriculum is subject to change

\*\*Two-week bootcamp takes place end of August, prior orientation.

### SKILLS

**Programming:** Python, R, SQL, Database Management, Data Wrangling, Google Cloud Platform, BigQuery, Tensorflow, Hadoop, Spark

**Statistics & Machine Learning:** Causal Methods & Inference, Experiment Design, Supervised & Unsupervised Machine Learning, Neural Networks, Deep Learning, Text Analytics, NLP

**Business Applications:** Marketing Analytics, Operations Analytics, People Analytics, Finance & Accounting Analytics, Healthcare Management, Data Ethics

## YOU'RE GOING PLACES

Industry giants recognize the importance of business analytics. Your MS in Business Analytics degree will prepare you to explore a multitude of career opportunities in virtually any industry. Distinguished faculty, inclusive student clubs and organizations, and an active network of Questrom alumni are eager and equipped to help you get where you want to go.

You'll also collaborate with the career coaching team to explore career options and develop your search strategy. Through the Feld Center for Industry Alliances, you will also be invited to join many events and connect with employers and alumni. You'll have a dedicated program director to mentor you throughout the program. Your career journey is just beginning.

## STUDENT TESTIMONIALS

*"The MSBA career team has been so supportive and proactive in making sure we were always on top of the job search and never missed any good opportunity out there."*

*"The program was intense but I learned a vast amount of information that I believe has truly given me the keys to success in my career."*

## CAREER OPPORTUNITIES

### Sample Companies

Alibaba  
Tesla  
Tencent  
LinkedIn  
Meituan  
Dell Technologies  
Chewy  
Wayfair  
Silicon Valley Bank  
Bank of America  
Barclays  
Capital One  
GEICO  
Wavemaker (GroupM)  
NBC Universal

Ernst and Young  
PwC  
Deloitte  
McKinsey  
Slalom Build  
PA Consulting  
Adidas  
Unilever  
Crocs  
Lockheed Martin  
Applied Materials  
Astrazeneca  
CVS Health  
Cigna  
Mass General Hospital

### Sample Roles

Data Analyst / Sr. Data Analyst  
Lead data Analyst  
Analytics Associate / Consultant  
Business Analyst  
Product Analyst  
Product Manager  
Data Engineer  
Data Scientist / Sr. Data Scientist  
AI Engineer  
AI Consultant  
Sr. Business Intelligence Analyst  
Financial Analyst  
Marketing Science Analyst  
Asst. Manager, Digital Analytics  
Senior Operations Analyst

## SAMPLE CAREER PATHS

Analytics Consulting, Applied Data Science, Business Intelligence, Customer & Marketing Analytics, Financial & Accounting Analytics, Healthcare Analytics, Operations & Supply Chain Analytics, People Analytics

Learn more at [bu.edu/business-analytics/](https://bu.edu/business-analytics/).

## ADMISSIONS REQUIREMENTS

When reviewing applicants, we consider the whole picture: academic record, quantitative and analytical skills, communication skills, leadership experience, and diversity. We aim to create a class filled with a variety of cultures, life experiences, and backgrounds so that your learning environment expands your outlook and sparks new ideas.

Ready to take the next step? Please visit [bu.edu/business-analytics](https://bu.edu/business-analytics) to learn more about specific admission requirements, such as transcripts, resume, and letters of recommendation.

## VIDEO ESSAYS

During the application process, all candidates are asked to complete three video essays. These essays allow us to get to know candidates on a more personal level. Applicants may also be asked to meet with a member of the admissions team for a short, live interview. These live interviews enable us to gain further insight and knowledge that may not have been answered in the video essay. You will find information about how to submit your video essays in the online application.

## ADMISSIONS INFORMATION

For admissions requirements, application deadlines, and ways to connect with us, please visit our website. Ready to apply? If you have questions about the application or admissions process, please contact the Graduate Admissions & Financial Aid Office at **617-353-2670** or [businessanalytics@bu.edu](mailto:businessanalytics@bu.edu).

[LEARN MORE & APPLY AT BU.EDU/BUSINESS-ANALYTICS](https://bu.edu/business-analytics)

## SCHOLARSHIPS

Through our merit-based scholarship program, we provide a number of awards for candidates demonstrating outstanding academic, professional and leadership achievements. A separate application for scholarship consideration is not needed. Both domestic and international candidates will be considered for these awards.

## TAKE THE NEXT STEP

Take advantage of any of our resources to help you find out if the MS in Business Analytics is right for you.

Attend one of our upcoming [events](#) to learn more and experience the Questrom community firsthand.

We also invite you to [connect](#) with our student-ambassadors. Reach out to ask any questions you may have and learn more about their experiences in the program.