

# 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 this 10-month program, you'll develop essential skills in all areas of business analytics, ranging from data mining and experimental methods to privacy and ethics. You'll learn through rigorous, hands-on coursework, practicing 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.

The MS in Business Analytics will prepare you to venture into this growing field with the knowledge, skills, and confidence to succeed.

### IT'S MORE THAN A DEGREE

The MS in Business Analytics is a 45-credit program that develops your ability to think critically about data problems in business contexts. The curriculum is primarily designed to enhance your programming and analytical expertise through rigorous hands-on coursework. Along the way, you'll also learn the essential professional skills that are highly valued by employers, including effective communication and collaboration. Moreover, as data-driven decision making becomes ever more embedded in corporate life, you'll be prepared to think about the ethical and legal challenges that come with collecting, storing, managing, and using data. Ultimately, you will gain a combination of technical and interpersonal skills to enable holistic data-driven decision making.

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

### CURRICULUM MAP

**SEMESTER 1**  
CORE CONCEPTS IN BUSINESS ANALYTICS AND PROGRAMMING

12 CREDITS

**SEMESTER 2**  
APPLIED STATISTICS AND MACHINE LEARNING

15.5 CREDITS

**INTENSIVE**  
DATA ETHICS

3 CREDITS

**SEMESTER 3**  
CONCEPT APPLICATION IN A VARIETY OF BUSINESS APPLICATIONS AND CHALLENGES

14.5 CREDITS

### SKILLS

**Programming:** Python, R, SQL, Database Management, Data Wrangling, Google Cloud Platform

**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, 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 from our Master's & PhD Center 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.

## SAMPLE JOB PLACEMENTS

### Sample Companies Hiring

- Tesla
- Tencent
- Paytronix
- Horizon Data Science
- PwC (PricewaterhouseCoopers)
- Unilever (Future Leaders Program)
- GE (Digital Technology Leadership Program)
- CVS Health
- Silicon Valley Bank
- Bank of America
- Ozon.ru
- Assette

### Sample Job Titles

- Data Analyst
- Risk Analyst
- Senior Operation Analyst
- Analytics Consultant
- Lead Analyst
- Sr. Consultant, Analytics
- Financial Analyst
- Assistant Investment Director
- Data/AI Engineer
- Corporate Banking Associate
- Consulting Associate
- Risk Assurance Associate
- Executive Director

## SAMPLE CAREER PATHS

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

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## ADMISSIONS REQUIREMENTS

**We'll review your application once you have submitted:**

- Application form, including one essay
- Three video interviews
- Current resume
- Two letters of recommendation
- Copies of all university-level transcripts (Undergraduate and graduate)
- GMAT or GRE results\*
- IELTS, PTE, or TOEFL results\*
- \$125 Application fee (paid online)

*\*Waiver eligibility, as well as other helpful information, can be found on our website*

## VIDEO INTERVIEWS

During the application process, all candidates are asked to complete three video interviews. These interviews allow us to get to know candidates on a more personal level. You'll find more information, including how to submit your interviews in the online application.

## APPLICATION DEADLINES

OCTOBER 28, 2020 | DECEMBER 16, 2020 | FEBRUARY 3, 2021 | MARCH 24, 2021 | APRIL 28, 2021

## ADMISSIONS INFORMATION

Head over to our website to review our admissions checklist and to learn more about the students in our vibrant community. 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**.

**✓ APPLY ONLINE AT [BU.EDU/BUSINESS-ANALYTICS](https://www.bu.edu/business-analytics)**

## SCHOLARSHIPS

Through our merit-based scholarship program, we provide a number of awards for candidates with outstanding academic aptitude and who contribute to diversity in the classroom. 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.

- **Information Sessions:** Learn more about the program and talk to our admissions team during a virtual information session.
- **Virtual Visits:** Experience the Questrom community at your convenience by attending one of our other virtual events, such as a virtual advising session, informal coffee chats, and more.
- **Connect with Students:** Reach out to our students to ask questions and learn more about their experiences in the program.