



STERN SCHOOL
OF BUSINESS

MASTER OF SCIENCE IN BUSINESS ANALYTICS



NYU Stern Professor Kristen Sosulski



MSBA Class of 2014

FIND WISDOM IN DATA

Business Analytics is the intersection of business strategy and data science 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 is an advanced one-year business degree program that 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 knowledge in quantitative and technical methods as well as further developing their strategic and business management skills.

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 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 distance learning platform, adding another layer of flexibility to the course structure.

The NYU Stern experience is a global one. Not only do our students come from diverse international backgrounds, we also believe in harnessing the energy of global hubs. Two of the MSBA program modules take place in rotating international locations so that we can learn from cultures, industries and companies throughout the world.



NYU STERN'S WORLD RENOWNED FACULTY

NYU Stern is both a top rated business school and one of the world's leading research institutions. Stern students have access to/are exposed to world renowned faculty who are experts in teaching experienced professionals.

Social Science Network rates NYU Stern #2 among the top 500 business schools for user downloads of its research

PROGRAM CONTENT OVERVIEW

MAIN FOCUS AREAS OF THE CURRICULUM INCLUDE:

Foundation/Fundamentals

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

Business Fundamentals

- Courses 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

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



BUSINESS ANALYTICS IN PRACTICE

The Business Analytics Strategic Capstone presented at the culmination of the program ties together students' professional experience and academic content exposure.

The capstone process is a collaborative team effort of 4-6 students who review and interpret data through statistical and operational analysis, predictive models and applying optimization techniques they have learned throughout the course. This results in a unified and practical business case presentation on a research topic of the team's choosing.

CONTACT

MASTER OF SCIENCE BUSINESS ANALYTICS:

US: (+1) 212.998.0442 · Website: www.stern.nyu.edu/business-analytics · Email: msba@stern.nyu.edu



STERN SCHOOL
OF BUSINESS

MASTER OF SCIENCE IN BUSINESS ANALYTICS

TYPE OF PROGRAM

Master of Science Degree in Business Analytics

PROGRAM STRUCTURE

- 1 year part-time degree
- Five on-site sessions (modules), rotating between New York and two international locations

To view the program curriculum please visit the [course index](#) on our website.

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 display and communicate findings, and leverage data in strategic decision making.
- Participants serve varying functions in a broad range of sectors: Consumer Products, Energy, Financial, Healthcare, Pharmaceutical, Industrials, Technologies, NGO's, Consulting, etc.

CLASS SIZE

Limited to 70

CLASS OF 2018 FEE

USD 70,800 includes tuition, course materials, some meals and official events. Hotel and travel expenses are not included.

SCHEDULE*

Module 1	May 2017	2 weeks	New York
Module 2	August 2017	1 week	London
Module 3	October 2017	1 week	Shanghai
Module 4	March 2018	1 week	New York
Project Presentation & Graduation	May 2018	2 days	New York

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

GLOBAL MODULE LOCATIONS

In addition to our modules at NYU Stern, our rotating global locations allow us to draw on expertise of faculty and practitioners worldwide.



MSBA Class of 2015

▶ ADMISSIONS CRITERIA

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

▶▶ TO REQUEST AN INFORMATIONAL MEETING

Submit an information form found here to determine your suitability: <http://nyusternglobalprograms.force.com/MSBA>

▶▶▶ APPLICATION PROCESS

Complete the on-line application, which includes:

- Resume/CV
- Three essays
- Two recommendation letters
- University transcript(s)
- TOEFL may be required for non-native English speakers
- Final interview
- USD 103 application fee

Apply on-line at: <http://apply.embark.com/grad/nyustern/msba/>

If your application is positive, you will be invited for a final interview.

▶▶▶▶ DEADLINE

Applications are received on a rolling basis. We advise all applicants to begin the admissions process without delay as places are limited.

RETURN ON INVESTMENT

After completing the program at Stern, graduates are not only prepared with analytical expertise, but equipped with the necessary skills to make data driven decisions and to provide critical business analytics advisory services. For specific examples, please view our [alumni profiles](#) section on our website.

GLOBAL NETWORK

Our highly 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 cohorts.

Upon completion of the program, graduates will join NYU Stern's broader alumni network as part of earning a master of science degree issued by New York University, as well as the MSBA alumni community.

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