BUSINESS ANALYTICS AND AI (MS)

NYSED: 35304 **HEGIS:** 0599.00 **CIP:** 30.7102

Program Description

The NYU Stern Master of Science in Business Analytics and AI, an advanced executive business degree program, teaches students both to understand the role of evidence-based data in decision making and to leverage data and AI tools as strategic assets. The program is designed for experienced professionals interested in gaining competitive advantage through the predictive potential of data.

The Master of Science in Business Analytics and AI is designed to accommodate participants' busy schedules. Participants attend six concentrated, rigorous sessions in New York (5) and one at a rotating global location over a one-year period.

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 the growing field of Business Analytics and AI. With a degree from New York University, graduates will join NYU's extensive global alumni network.

Admissions

The admissions process is thorough and selective taking various factors into consideration. Because the program is designed specifically for experienced professionals, a candidate's record of professional achievement is a critical factor in determining admission. To apply to the Master of Science in Business Analytics and AI Program, you must have a Bachelor degree and strong Grade Point Average; demonstrated high aptitude for quantitative analysis and academic success as evidenced by undergraduate and graduate coursework, as applicable.

Additional factors on which the Admissions Committee bases its decision include the following:

- Record of professional success and employment profile
- Written Essay
- Selection Interview (by invitation only)
- University transcript(s)
- One professional recommendation
- Fluent English (TOEFL for non-native English speakers may be requested)

A non-refundable application fee of US $103 is required. The Program fee for the Class of 2026 is US $90,400. Included are all courses, tuition, course materials, some meals and official events. Hotel and travel expenses are not included.

To apply, applicants must submit an on-line application through our on-line application system, found at https://nyu-stern-msba.embark.com/auth/login (https://nyu-stern-msba.embark.com/auth/login/)

Alternatively, to learn more about the program or request information visit http://www.stern.nyu.edu/programs-admissions/ms-business-analytics/request-more-information (http://www.stern.nyu.edu/programs-admissions/ms-business-analytics/request-more-information/)

Program Requirements

The program requires the completion of 35 credits, comprised of the following:

Course	Title	Credits
Major Requirements		
Module I		
XBA1-GB 8336	Intro to Analytics and AI	2
XBA1-GB 8150	Digital Mktg Analytics	2
XBA1-GB 8106	Found of Stat Using R	2
Module II		
XBA1-GB 8111	Databases for Business Analytics	1
XBA1-GB 8346	Big Data	1
XBA1-GB 8217	Dealing With Data Using Python	1
XBA1-GB 8350	Decision Models	2
Module III		
XBA1-GB 8237	Machine Learning	3
XBA1-GB 8354	Data Driven Dec-Making	2
XBA1-GB 8215	Network Analytics	1
Module IV		
XBA1-GB 8314	Operations Analytics	2
XBA1-GB 8216	Decision Under Risk	2.5
XBA1-GB 8348	Data Visualization	1.5
Module V		
XBA1-GB 8120	AI and Recommender Systems	2
XBA1-GB 8271	Modern Artificial Intelligence	2
XBA1-GB 8330	Revenue Mgmt & Pricing	2
Module VI		
XBA1-GB 8600	Capstone	6
Total Credits		**35**

Sample Plan of Study

Course	Title	Credits
1st Semester/Term		
XBA1-GB 8336	Intro to Analytics and AI [1]	2
XBA1-GB 8150	Digital Mktg Analytics [1]	2
XBA1-GB 8106	Found of Stat Using R [1]	2
XBA1-GB 8111	Databases for Business Analytics [2]	1
XBA1-GB 8346	Big Data [2]	1
XBA1-GB 8217	Dealing With Data Using Python [2]	1
XBA1-GB 8350	Decision Models [2]	2
XBA1-GB 8237	Machine Learning [3]	3
XBA1-GB 8354	Data Driven Dec-Making [3]	2
XBA1-GB 8215	Network Analytics [3]	1
	Credits	**17**
2nd Semester/Term		
XBA1-GB 8314	Operations Analytics [4]	2
XBA1-GB 8216	Decision Under Risk [4]	2.5
XBA1-GB 8348	Data Visualization [4]	1.5
	Credits	**6**
3rd Semester/Term		
XBA1-GB 8120	AI and Recommender Systems [5]	2
XBA1-GB 8271	Modern Artificial Intelligence [5]	2

XBA1-GB 8330	Revenue Mgmt & Pricing [5]	2
	Credits	**6**
4th Semester/Term		
XBA1-GB 8600	Capstone [6]	6
	Credits	**6**
	Total Credits	**35**

1 Module I courses taken in May.
2 Module II courses taken in June.
3 Module III courses taken in August.
4 Module IV courses taken in November.
5 Module V courses taken in March.
6 Module VI courses taken in May of the following year.

Learning Outcomes

Upon successful completion of the program, graduates will:

1. Be prepared to manage various data sources, types, and sizes and apply mathematical modeling techniques.
2. Utilize statistical and regression-based modeling, data mining techniques, simulations, and other mathematical and statistical modeling to inform business decisions.
3. Employ the fundamental concepts of data science and data mining across various industries to solve business problems, all while identifying ethical issues and policy implications related to data and privacy.
4. Add value to firms and organizations through strategic approaches to data analytics across domain areas such as operations, marketing, finance, and revenue management.
5. Emerge with a toolkit consisting of methodologies and data visualization techniques that can be applied to real world business analytics management issues.

Policies

NYU Policies

University-wide policies can be found on the New York University Policy pages (https://bulletins.nyu.edu/nyu/policies/).

Stern Policies

Additional academic policies can be found on the Stern Graduate Academic Policies page (https://bulletins.nyu.edu/graduate/business/academic-policies/).