

# BUSINESS ANALYTICS (MS)

NYSED: 35304 HEGIS: 0599.00 CIP: 30.7102

## Program Description

The NYU Stern Master of Science in Business Analytics, an advanced business degree program, 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 competitive advantage through the predictive potential of data.

The Master of Science in Business Analytics is designed to accommodate participants' busy schedules. Participants attend five concentrated, rigorous sessions in New York (3) and two rotating global locations 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. 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 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. Applicants must have a minimum of five years of full-time professional work experience.

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

- Record of professional success and employment profile
- Written Essay
- Selection Interview
- University transcript(s)
- Two recommendations forms
- 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 2023 is US \$83,000. 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.embarc.com/auth/login> (<https://nyu-stern-msba.embarc.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
<b>Major Requirements</b>		
<i>Module I</i>		
XBA1-GB 8336	Intro to Bus Analytics	2
XBA1-GB 8106	Found of Stat Using R	2
XBA1-GB 8150	Digital Mktg Analytics	2
<i>Module II</i>		
XBA1-GB 8111	Databases for Business Analytics	1
XBA1-GB 8217	Dealing With Data Using Python	1
XBA1-GB 8350	Decision Models	2
XBA1-GB 8346	Big Data	1
<i>Module III</i>		
XBA1-GB 8237	Machine Learning	3
XBA1-GB 8314	BA: Operations Analytics	1
XBA1-GB 8354	BA: Data Driven Dec-Making	2
<i>Module IV</i>		
XBA1-GB 8215	Network Analytics	2
XBA1-GB 8216	BA: Decision Under Risk	2.5
XBA1-GB 8348	BA: Data Visualization	1.5
<i>Module V</i>		
XBA1-GB 8271	BA: Strat, Change & Analytics	2
XBA1-GB 8120	Modern Artificial Intelligence	2
XBA1-GB 8330	BA: Revenue Mgmt & Pricing	2
<i>Module VI</i>		
XBA1-GB 8600	BA: Capstone	6
<b>Total Credits</b>		<b>35</b>

## Sample Plan of Study

Course	Title	Credits
<b>1st Semester/Term</b>		
XBA1-GB 8336	Intro to Bus Analytics <sup>1</sup>	2
XBA1-GB 8106	Found of Stat Using R <sup>1</sup>	2
XBA1-GB 8150	Digital Mktg Analytics <sup>1</sup>	2
XBA1-GB 8111	Databases for Business Analytics <sup>2</sup>	1
XBA1-GB 8217	Dealing With Data Using Python <sup>2</sup>	1
XBA1-GB 8350	Decision Models <sup>2</sup>	2
XBA1-GB 8346	Big Data <sup>2</sup>	1
XBA1-GB 8237	Machine Learning <sup>3</sup>	3
XBA1-GB 8314	BA: Operations Analytics <sup>3</sup>	1
XBA1-GB 8354	BA: Data Driven Dec-Making <sup>3</sup>	2
<b>Credits</b>		<b>17</b>
<b>2nd Semester/Term</b>		
XBA1-GB 8215	Network Analytics <sup>4</sup>	2
XBA1-GB 8216	BA: Decision Under Risk <sup>4</sup>	2.5
XBA1-GB 8348	BA: Data Visualization <sup>4</sup>	1.5
<b>Credits</b>		<b>6</b>
<b>3rd Semester/Term</b>		
XBA1-GB 8271	BA: Strat, Change & Analytics <sup>5</sup>	2
XBA1-GB 8120	Modern Artificial Intelligence <sup>5</sup>	2
XBA1-GB 8330	BA: Revenue Mgmt & Pricing <sup>5</sup>	2
<b>Credits</b>		<b>6</b>

4th Semester/Term		
XBA1-GB 8600	BA: Capstone <sup>6</sup>	6
<b>Credits</b>		<b>6</b>
<b>Total Credits</b>		<b>35</b>

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/>).