

# Master of Science BUSINESS ANALYTICS

Dive deep into using big data in today's competitive business world. You'll use your data modeling and computational skills to analyze large amounts of data, and then recommend factual, innovative and insightful solutions to business problems.

## What You Will Learn

### EXPERIENCES TAILORED FOR YOUR CAREER



#### Business Analytics Capstone

Partner with a real company and use real data to help solve business problems using the technical and analytical skills you've gained.



#### Datathon Competition

Use your consulting, teamwork and analytical skills to help real businesses understand their data. You'll also compete for a grand prize.

### INDUSTRY-SPECIFIC TOOLS YOU WILL USE

- Amazon Web Services
- Hadoop
- Hive
- Python
- R
- Spark
- SQL
- Tableau
- Web Analytics

**STEM**  
Eligible Program

In-person and  
online formats  
available

**3**  
Semesters

**30**  
Credits

### KEY CONCEPTS EXPLORED

- Artificial Intelligence
- Business Value of Big Data
- Data Visualization
- Linear, Integer and Nonlinear Optimization
- Machine Learning
- Monte-Carlo Simulation
- Price-Response Functions
- Structured Problem-Solving Process
- Social Network Analysis
- Time Series Forecasting
- Text Analytics

### FACULTY PROFILES



#### Jessica Clark

European Research Paper of the Year award recipient.

Expert in using data science for business analytics, advertising, television, social media and crowdfunding.



#### Tunay Tunca

Dean's Professor of Management Science and Operations Management

Allen J. Krove Teaching Excellence Award recipient.

Expert in forecasting, supply chain risk and the economics of security.

### 2020 STUDENT PROFILE

**318**

Average GRE Score

**3.3**

Average Undergrad GPA

**636**

Average GMAT Score

**1**

Average Years of Work Experience

## Where Your Degree Can Take You

**\$74K**

Average starting salary of our MSBA graduates\* (2018)

**7 IN 10**

MSBA students who secure employment within six months of graduating\* (2018)

**61%**

Employers planning to hire job candidates with a master's degree in business analytics (GMAC, 2019)

MUCH FASTER THAN AVERAGE GROWTH

**27%**

10-year job growth for operations research analysts (Bureau of Labor Statistics, 2016 - 2026)

### POTENTIAL JOB TITLES

- Business Intelligence Analyst
- Data Analyst
- Data Scientist
- Operations Research Analyst
- Quantitative Analyst/Modeler
- Risk Analyst

### BUSINESSES WHO HIRE OUR STUDENTS INCLUDE:



\*Data for 2018 and 2019 graduates who reported their U.S. salaries to Maryland Smith's Office of Career Services.

“

You'll focus on finding meaningful patterns within large amounts of data to help companies make fact-based, strategic decisions. The tools and technology you'll use can help you land summer internships and exciting job opportunities after graduation.

”

*Suresh Acharya*  
Academic Director  
Business Analytics



ROBERT H. SMITH  
SCHOOL OF BUSINESS

*Learn More*

CALL: 301.405.2559

EMAIL: [SMITHMASTERS@UMD.EDU](mailto:SMITHMASTERS@UMD.EDU)

VISIT: [RHSMITH.UMD.EDU/MS](http://RHSMITH.UMD.EDU/MS)