

Brandeis

INTERNATIONAL
BUSINESS SCHOOL



MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)





THE BRANDEIS ADVANTAGE

By teaching rigorous business, finance and economics with a global perspective, Brandeis International Business School (IBS) prepares students to succeed in companies and organizations worldwide. The school is part of Brandeis University, a medium-sized private research university ranked among the most selective by U.S. News and World Report. Students have unsurpassed access to renowned faculty and a global network of more than 50,000 alumni in 160 countries.

MASTER OF SCIENCE IN BUSINESS ANALYTICS

The MSBA degree from Brandeis IBS equips students to transform data into actionable insights. Students learn data management and pre-processing, management-oriented visualization, data structures and analysis, selected machine learning methods, and predictive modeling. They build models and execute analyses to address current needs of businesses and solve real-world problems presented in cases.

PRIMED FOR CAREER SUCCESS

Students receive valuable guidance from the start of the program. Career coaches, mentors and committed alumni in companies worldwide provide expertise and lifelong support for career development. Brandeis IBS graduates have applied their analytics knowledge at companies including Deutsche Bank, Moody's Analytics, Bank of America, Merrill Lynch, JPMorgan, Brown Brothers Harriman, Walker & Dunlop and BGG North America.



CORE COMPONENTS

PREPARATION FOR HIGH-DEMAND CAREERS

The MSBA degree will position students for careers in a fast-growing field that's providing thousands of jobs in the global marketplace.

PRACTICAL, HANDS-ON EXPERIENCE

All MSBA students participate in an internship, field project or faculty-directed research. Industry Treks and competitions offer additional opportunities to apply classroom studies in the real world by giving inside looks at global organizations such as Google, Facebook, Amazon, Deloitte and Goldman Sachs.

ACCESS TO TOP FACULTY

MSBA students have unsurpassed access to leading scholars in fields such as machine learning and quantitative modeling, as well as experienced practitioners, including the former founding partner of Bain & Company Private Equity Group, and the executive VP and chief investment strategist at John Hancock/Manulife.

"Advances in gathering and applying data are transforming all business sectors. The Brandeis MS in Business Analytics targets skills needed in data-intensive, high-demand industries, including marketing, e-commerce, operations, finance and real estate."

— **Professor Blake LeBaron**
MSBA Program Director



PROGRAM BENEFITS

ANALYZE AND INTERPRET BIG DATA

Students have access to our robust Bloomberg Lab, and can learn statistical, data visualization and econometric methods for analyzing data with software tools including R and Python.

FLEXIBLE TIMELINE

Students begin their studies in late August and finish the following December, or they can accelerate by substituting a summer term for the final fall semester to complete the program in 12 months.

INDUSTRY PERSPECTIVE

Industry Treks and international immersion programs connect our students with a worldwide network of employers, alumni and resources to support their launch of successful careers in analytics.

INDIVIDUAL ATTENTION

Small class sizes, one-on-one academic and career advising, and access to mentors combine to give students a supportive foundation for future success.

STEM-DESIGNATED

Students will engage in a program that is STEM designated, which recognizes the rigor of the business school's academic programs across a number of fields including analysis and forecasting, statistical modeling, data analysis, financial simulation methods and more. Additionally, the designation enables international students to extend a 12-month practical training experience after graduation by an additional 24 months.

DATA COMMUNICATION

While learning how to analyze and interpret data, students will also develop the communication and soft skills necessary to articulate and report findings, and to make informed recommendations.

BOSTON: AN EDUCATION AND TECH HUB

Students complete their studies in a dynamic environment, at the intersection of growing innovation, business, finance, healthcare and technology sectors while developing their network in the Boston area.

CURRICULUM

MSBA students can learn to build and use robust data models to develop meaningful insights into dynamic and complex organizations. Students take a variety of core and elective courses to develop a solid foundation in business analytics, while simultaneously strengthening their skill sets across various domains.

SAMPLE CORE COURSES:

- Big Data I and II
- Python and its Application to Business Analytics
- Information Visualization
- Machine Learning and Data Analysis for Business and Finance
- Applied Econometrics with R

SAMPLE ELECTIVE COURSES:

- Applications of System Dynamics
- Supply Chain Analytics
- Competition and Strategy
- Managing Technology and Innovation
- Computer Simulation and Risk Analysis
- Marketing Analytics
- Social Media and Analytics
- Digital Marketing

“The quantitative classes at Brandeis IBS were instrumental in my hunt for a job in data analytics. Here in the Boston area, you can find many companies that will employ graduates with bright minds and technical skills.”

— **Begli Nursahedov, IBS '09**
Data Scientist
HubSpot





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