

SIMON

ONLINE MS IN BUSINESS ANALYTICS & APPLIED AI

Distinguish yourself with in-demand business analytics expertise—without pausing your career.

As an Online MS in Business Analytics & Applied AI student at Simon Business School, you'll learn to apply analytics to solve complex business problems, design AI-driven solutions to maximize your decision-making ability, and create custom business applications powered by generative AI technologies—all without having to relocate! The program is part-time and designed for working professionals, with content that is both synchronous (weekday evening courses) and asynchronous. You will gain a strong grasp of descriptive, predictive, causal, and prescriptive analytics and learn the latest frameworks and tools for generative AI to solve complex business problems.



“SIMON’S ONLINE MSBA PROGRAM WAS A JOURNEY OF TRANSFORMATION, ENABLING ME TO HARNESS THE POWER OF DATA AND TURN IT INTO INSIGHTFUL ACTIONS.”

Olatunde (Ola) Oshunlaja
Data Analytics Professional – Automation
Freddie Mac
Class of 2023



14 MONTHS

Of coursework to completion, starting in August



ONLINE

Study with Simon faculty from anywhere without having to relocate



PART-TIME

With synchronous and asynchronous classes



11 COURSES

Plus an Online Business Analytics Capstone Project



**TUITION BENEFITS
ACCEPTED + MERIT-BASED
SCHOLARSHIPS
AVAILABLE**

WHO SHOULD APPLY?

- Working professionals looking to harness the power of data analytics, leverage AI, and take classes in a flexible online format.
- Work experience varies greatly—contact us if you have questions!



APPLICATION DEADLINES

ROUND	DEADLINE*	DECISION*
Round 1	February 15	March 30
Round 2	April 15	May 30
Round 3	June 15	July 30
Round 4	July 15	August 15

*by 11:59 p.m. ET

We accept and review applications on a rolling basis!

APPLICATION REQUIREMENTS

- Online application form
- Current résumé/CV
- Two required essays (500-word limit)
- College transcripts
- Contact information for two professional references
- \$90 application fee (contact us for a waiver)

Get feedback on your candidacy before you apply:



<https://bit.ly/4318F4o>

PROGRAM FORMAT

2

CLASSES
PER TERM



ONLINE BUSINESS
ANALYTICS CAPSTONE

Project course

30

CREDIT HOURS

Tuition is \$49,000 plus program fees, which cover access to use career services, scheduled social/professional development programming, Orientation programming, and required course materials



START IN AUGUST

Online Orientation is held in mid-August; classes begin in late August

SAMPLE STUDY PLAN

Simon's Online MS in Business Analytics & Applied AI program combines synchronous and asynchronous formats and incorporates interactive lecture and discussion formats with Simon's world-renowned faculty. Our hands-on learning opportunities include experiential cases and projects that apply classroom learning to real-world scenarios. This chart represents a sample academic schedule and is subject to change.

FALL A		FALL B	
GBA 471	Probability and Descriptive Analytics	GBA 478	AI & Business
GBA 465	Introduction to Python Programming	GBA 472	Causal and Predictive Analytics
SPRING A		SPRING B	
CIS 467	Data Management, Warehousing, and Visualization	MKT 472	Marketing Management Analytics
GBA 473	Data-Driven Decision Making	GBA 474	Advanced Analytics Driven Decisions
FALL A		FALL B	
GBA 476	Organizational Impact Using Analytics	GBA 475	Online Business Analytics Capstone Project
OMG 472	Operations and Supply Chain Analytics	GBA 444	Ethics & Policy in Tech

CAREER RESOURCES

Online MSBA & Applied AI students will benefit from Benet Career Management Center resources, including career coaching, networking opportunities, online learning resources, and more.

PROJECT

GBA 475 ONLINE BUSINESS ANALYTICS CAPSTONE PROJECT

This project is an opportunity to bring all of the conceptual theories, analytical methodologies, and technical skills from your coursework, as well as your creativity and intellectual enthusiasm, to bear on a real-world project that will directly impact your sponsor organization. There is the potential for students to develop a project proposal from their current jobs and use this as the subject for their capstone project.

NEXT STEPS

- ✓ Chat with an Admissions representative
- ✓ Attend an event or webinar
- ✓ Experience a sample class
- ✓ Visit campus

QUESTIONS?

Email us: admissions@simon.rochester.edu

READY TO APPLY?
[SIMON.ROCHESTER.EDU/
PROGRAMS/ONLINE-MSBA](https://simon.rochester.edu/programs/online-msba)