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

Whether you’re an aspiring manager ready to start leading or a manager ready to take the next step in analytics, the Online MS in Business Analytics for Managers from Simon Business School provides the technical and management skills needed to lead your organization at the next level. You’ll come away with an understanding of how to evaluate investments in analytics—which tools, data, and skills are most critical and how to maximize those investments—manage analytics teams, communicate analytics content, and lead with data.

“SIMON’S ONLINE MSBA FOR MANAGERS PROGRAM HAS BEEN 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
To completion starting in August

ONLINE
With in-person experiences available

PART-TIME
With synchronous and asynchronous classes

10 COURSES
Plus an Online Business Analytics Capstone Project

WHO SHOULD APPLY?
• Aspiring managers ready to lead
• Managers ready to take the next step in analytics
• Experience varies; 3–15 years preferred

APPLICATION DEADLINES

<table>
<thead>
<tr>
<th>ROUND</th>
<th>DEADLINE*</th>
<th>DECISION*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round 1</td>
<td>February 15</td>
<td>March 30</td>
</tr>
<tr>
<td>Round 2</td>
<td>April 15</td>
<td>May 30</td>
</tr>
<tr>
<td>Round 3</td>
<td>June 15</td>
<td>July 30</td>
</tr>
<tr>
<td>Round 4</td>
<td>July 15</td>
<td>August 15</td>
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</tbody>
</table>

*by 11:59 P.M. ET

We accept and review applications on a rolling basis!

APPLICATION REQUIREMENTS

• Online application form
• Résumé and work history
• Two required essays (500-word limit)
• College transcripts
• One letter of recommendation
• $90 application fee (contact us for a waiver)

Get feedback on your candidacy before you apply:

https://bit.ly/43l8F4o
## PROGRAM FORMAT

<table>
<thead>
<tr>
<th>2</th>
<th>30</th>
<th>START IN AUGUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLASSES PER TERM</td>
<td>CREDIT HOURS</td>
<td></td>
</tr>
<tr>
<td>Plus a communication leadership course that spans the duration of the program</td>
<td></td>
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</tbody>
</table>

### ONLINE BUSINESS ANALYTIC CAPSTONE

#### Project course

<table>
<thead>
<tr>
<th>FALL A*</th>
<th>FALL B*</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBA 471 Probability and Descriptive Analytics</td>
<td>CIS 467 Data Management, Warehousing and Visualization</td>
</tr>
<tr>
<td>GBA 473 Data-Driven Decision Making</td>
<td>GBA 472 Causal and Predictive Analytics</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SPRING A*</th>
<th>IMMERSSION</th>
<th>SPRING B</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 472 Marketing Management Analytics</td>
<td>OMG 472 Operations and Supply Chain Analytics</td>
<td></td>
</tr>
<tr>
<td>GBA 474 Advanced Analytics-Driven Decisions</td>
<td>GBA 444 Ethics and Policy in Tech</td>
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</table>

<table>
<thead>
<tr>
<th>SUMMER TERM</th>
<th>FALL SEMESTER (FALL A &amp; B)</th>
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</thead>
<tbody>
<tr>
<td>GBA 478 AI and Business</td>
<td>GBA 475 Online Business Analytics Capstone Project</td>
</tr>
<tr>
<td>CIS 414 Digital Business Strategy</td>
<td></td>
</tr>
</tbody>
</table>

*In these terms students will also take MGC 473 Communication and Leadership for Business Analytics.*

### IMMERSION

The immersion experience is set to be at a large metropolitan city in the US. It is an opportunity to meet as a cohort in person halfway through the program to visit companies, participate in professional development, complete coursework, and join networking activities.

### 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

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**SAMPLE STUDY PLAN**

Simon’s Online MS in Business Analytics for Managers combines synchronous and asynchronous formats using a combination of interactive lecture and discussion formats. Our hands-on learning opportunities include interactive experiential cases and projects that bring the classroom learning back to concrete scenarios managers need to be able to address. This chart represents a sample academic schedule and is subject to change.

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**Tuition** is $49,000 plus program fees*, which cover required course material, software, events, and other expenses associated with the program.

*Does not include travel or transportation costs for in-person experiences or immersions.

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Data accurate as of May 2023.