

# SIMON

## ONLINE MS IN BUSINESS ANALYTICS FOR MANAGERS

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



TUITION BENEFITS  
ACCEPTED  
+ MERIT-BASED  
SCHOLARSHIPS  
AVAILABLE

### 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

| 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
- 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/4318F4o>

## PROGRAM FORMAT

2

### CLASSES PER TERM

Plus a communication leadership course that spans the duration of the program



### ONLINE BUSINESS ANALYTIC CAPSTONE

Project course

30

### CREDIT HOURS

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



### START IN AUGUST

## 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.

| FALL A*     |                                       | FALL B*  |  |
|-------------|---------------------------------------|--|--|
| GBA 471     | Probability and Descriptive Analytics | CIS 467  | Data Management, Warehousing and Visualization |
| GBA 473     | Data-Driven Decision Making           | GBA 472  | Causal and Predictive Analytics                |
| SPRING A*   |                                       | IMMERSION  | SPRING B                                       |
| MKT 472     | Marketing Management Analytics        |  | OMG 472 Operations and Supply Chain Analytics  |
| GBA 474     | Advanced Analytics-Driven Decisions   |  | GBA 444 Ethics and Policy in Tech              |
| SUMMER TERM |                                       | FALL SEMESTER (FALL A & B)   |  |
| GBA 478     | AI and Business                       | GBA 475  | Online Business Analytics Capstone Project     |
| CIS 414     | Digital Business Strategy             | *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](mailto:admissions@simon.rochester.edu)

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