

Brandeis University

INTERNATIONAL BUSINESS SCHOOL



MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)



WORLD
READY



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 over 50,000 alumni in 160 countries.

MASTER OF SCIENCE IN BUSINESS ANALYTICS

The MSBA degree from Brandeis 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 in your career development. Brandeis IBS graduates have applied their analytics knowledge at companies including Amazon, Moody's Analytics, JP Morgan, Wayfair, HSBC, Google and State Street.



CORE COMPONENTS

PREPARATION FOR HIGH-DEMAND CAREERS

The MSBA degree will propel you into positions 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. You'll have additional opportunities to apply your knowledge during competitions and industry treks, where you'll get 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 and 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 consulting, e-commerce, finance, marketing and real estate.”

—Professor Blake LeBaron
MSBA Program Director



PROGRAM BENEFITS

ANALYZE AND INTERPRET BIG DATA

Using our robust Bloomberg Lab, learn statistical, data visualization and econometric methods for analyzing data with software tools including STATA, R and Python.

12-MONTH OR 16-MONTH PROGRAM

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.

INTERNATIONAL PERSPECTIVE

Global industry treks and 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 advising and access to mentors combine to give students a supportive foundation for future success.

STEM-DESIGNATED

International students can extend a 12-month practical training experience after graduation by an additional 24 months.

BOSTON: AN EDUCATION AND TECH HUB

Complete your studies at the intersection of growing innovation, business, finance and technology sectors while developing your network in the Boston area.

TRACKS

MSBA students may pursue one of the applied tracks listed below or take courses across all three of these areas.

BUSINESS DYNAMICS

Learn skills in building and using robust models to develop meaningful understanding of situations characterized by dynamic complexity. Application areas include growth strategy, operations management and supply chains, project management and public policy.

FINANCIAL ANALYTICS

Develop expertise in forecasting, quantitative risk management, corporate financial modeling, portfolio management, fixed income and derivative securities. These areas are drawn from a data-centered and analytic-intensive perspective and help prepare students for jobs in fintech or quantitative finance.

MARKETING ANALYTICS

Study marketing research design and analysis, applied econometrics, digital marketing and marketing analytics. Learn how to identify market segments, predict consumer behavior and more. This track prepares students for various marketing roles across numerous industries.

“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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