At the intersection of numbers and values, we challenge you to do more—to look beyond the bottom line and make thoughtful choices that benefit business and society.

Learn to harness the power of analytics while also considering principles to navigate the areas of gray that arise in businesses of all sizes.

Informed by numbers, driven by principle.

Dedicated career center with industry experts and career guidance

Center for Analytics and Business Insight
Cutting-edge research, faculty/student collaboration, consulting projects

STEM designated

97% student employment (class of 2019)

Summer internship opportunities

$80,000 base salary (2019)

6 degree tracks
Accounting Analytics, Customer Analytics, Financial Technology Analytics, Healthcare Analytics, Supply Chain Analytics and Talent Analytics

$87,685 total tuition (2020)

18-month 3-semester curriculum

39 credit hours
18 core hours/21 in-track hours

314-935-7301 | OlinGradAdmissions@wustl.edu | olin.wustl.edu/msanalytics
Master of Business Analytics Curriculum

Core courses are common to all tracks and include a total of 18 credits. In-track-specific courses include a total of 21 credits. Preprogram Foundations Requirements vary by track but include Basics of R Programming Workshop and a choice of SPSS, SAS or Stata workshop.

Fall Semester Core
- Intro to Python & Data Science, Predictive Analytics for Business Decision-Making,
  Prescriptive Analytics, Database Design & SQL, Big Data & Cloud Computing, Professional Business Communication

Spring Semester Core
- Data Visualization for Business Insights, Text Mining, A/B Testing in Business and Social Science

In-Track Courses

**Electives:** 7.5 credits

**Customer Analytics**  Marketing Research Analytics, Data Analysis for Brand Management, Digital Marketing, Analytics-Driven Brand Management, Customer Analytics, Intensive Industry Experiential Project  
**Electives:** 4.5 credits

**Financial Technology Analytics**  Financial Management, Advanced Corporate Finance I—Valuation, Investment Theory, Options & Futures, Fixed Income Securities, Financial Technology—Methods and Practice, Seminar in Financial Technology, Experiential Project or Internship  
**Electives:** 3 credits

**Electives:** 6 credits

**Supply Chain Analytics**  Foundations of Supply Chain Management, Stochastic Models, Supply Chain Finance, Operations Analytics, Revenue Management, Advanced Operations Strategy, Supply Chain Analytics Capstone, Global Supply Chain & Logistics System Design, Experiential Project or Practicum  
**Electives:** 3 credits

**Electives:** 6 credits