Master of Science in Business Analytics

Informed by numbers, driven by principle.

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.

79% employment rate (class of 2022)

STEM designated

$65,000 median salary (class of 2022)

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

$92,700 total tuition (2023)

18-month 3-semester curriculum

Experiential Learning & Summer Internship Opportunities

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

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

314-935-7301 | OlinGradAdmissions@wustl.edu | olin.wustl.edu/msanalytics
Panels

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

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

### In-Track Courses

#### Accounting Analytics

#### 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

#### Healthcare Analytics

#### Supply Chain Analytics

#### Talent Analytics