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.

Dedicated career center with industry experts and career guidance

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

88% student employment (class of 2021)

Summer internship opportunities

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

$89,970 total tuition (2022)

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**

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

**In-Track Courses**


- **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


- **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: 4.5 credits