REAL WORLD EXPERIENCE
Students connect with analytics professionals to apply their skills to current business topics in big data. They gain real-world experience each semester through a company project in which they develop and deliver predictive data analysis for organizational strategic decision making.

MAKING BUSINESS HAPPEN
Our top-ranked college delivers a cutting-edge, innovative curriculum with real-world projects, flexible scheduling options and highly rated faculty who are dedicated to every student’s success. Broad graduates prepare for business challenges and instantly become a part of an unparalleled peer and alumni network that spans the globe.

RANKED #15 BEST PROGRAM — by The Financial Engineer
RECOGNIZED AS TOP PROGRAM IN PREPARING STUDENTS FOR A DIGITAL FUTURE — by BISoftwareInsight.com
FEATURED AS ONE OF 23 GREAT SCHOOLS - by Mastersindatascience.org

Contact Us
517.432.2914
analytics@broad.msu.edu
broad.msu.edu/businessanalytics

LED THE BIG DATA REVOLUTION
SPARTANS WILL.
More data is available than ever before, and analytics have become a part of every major business decision today. With a master of science in business analytics from Michigan State University, students can be part of this emerging transformation and leading area of work.

- Opportunities for individuals who understand big data analytics and how it relates it to business results are rapidly growing.
- Graduates from our program have landed employment opportunities in a wide range of industries, such as consulting, automotive, consumer products, retail, and financial services.
- Collaboration, teamwork, and multidisciplinary perspectives are a foundation of the program.

**PROGRAM THEMES**

- **Business Strategy:** Students are trained on how they can use data analytics to improve business performance and communicate it at a strategic level.
- **Data Management:** This involves a focus on data mining, statistics, and marketing technology.
- **Experiential Learning:** Every semester, students are required to work on a live business analytics project sponsored by a corporate partner.

**OVERVIEW**

**CURRICULUM**

A unique cross-disciplinary program designed to be completed in one calendar year. The curriculum is the result of an educational partnership between the colleges of Business, Engineering, and Natural Sciences, which provides our students a strong background in business, statistics, and computer programming.

Our students gain the skills required to be successful data advocates across multiple business functions.

**COURSES**

**Spring**
- Introduction to Business Analytics
- Computational Techniques for Big Data
- Communication Strategies for Analytics
- Statistics for Data Analytics
- Co-curricular Corporate Project

**Summer**
- Applied Statistics Methods
- Website Analytics
- Internships

**Fall**
- Social Network Analytics
- Data Mining
- Emerging Topics in Business Analytics
- Capstone Business Analytics Project

**Class of 2014**
- **Avg. Annual Salary:** $80k
- **Avg. Intern Salary:** $25 per HR

**Class of 2015**
- **Avg. Annual Salary:** $80k
- **Avg. Intern Salary:** $25 per HR

**ADMISSION**

The master of science in business analytics requires demonstrated quantitative and computer skills. Academic backgrounds in engineering, computer science, mathematics, economics, business, and science are recommended for those interested in the program.

**BIG DATA. BIG IDEAS. BIG SUCCESS.**

Career opportunities are numerous for those who can analyze, communicate, and apply complex data sets to a variety of societal and business needs. Partnerships with corporations and other entities give Broad College MS in business analytics graduates leverage for increased career success.

**STEM CERTIFIED**

The MS in business analytics is a STEM certified degree that provides international students authorization to work in the U.S. up to 29 months.

Apply Today

Broad.Msu.Edu/BusinessAnalytics
Classes Start in January