

BABSON COLLEGE

Transform Information into Innovation



Master of Science in Business Analytics

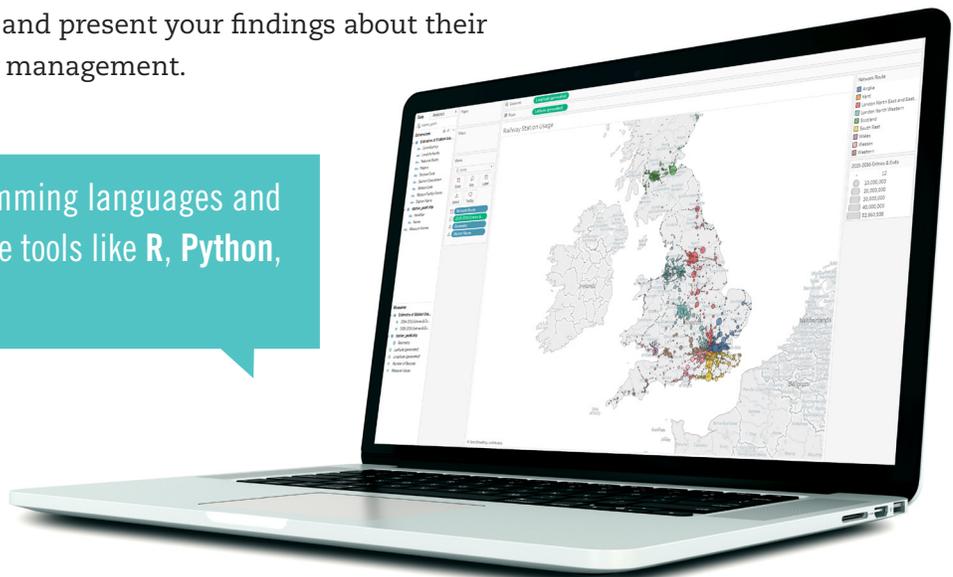
The field of business analytics is intertwined with continuous innovation and a constantly changing future. Business analytics leaders must be able to identify new opportunities and threats in the market, and also must be comfortable with uncertainty and ambiguity. Babson's full-time Master of Science in Business Analytics equips you with a data scientist's skill set and an entrepreneur's make-it-happen mindset. Learn from world-renowned thought leaders who are experts in artificial intelligence, cognitive technologies, machine learning, prescriptive analytics, information systems, and more, to prepare for a data-driven career.

- » Choose between the nine-month (two-semester) or 16-month (three-semester) tracks to earn your MSBA.
- » The MSBA is STEM-designated, meaning international students on an F-1 visa can apply for an additional 24 months of OPT.
- » Consult for a local company and present your findings about their business challenge to senior management.

Grow Your Network

As a full-time MSBA student, you will form close bonds with your cohort, while also getting to know graduate students from our MBA and other specialized master's programs. The interaction with fellow students from different industries and different countries, and the unique knowledge they bring to the classroom, is a hallmark of the Babson experience. Take advantage of exchanging ideas with your peers whose backgrounds include engineering, social media, finance, startups, healthcare, manufacturing, information technology, and more.

Master in-demand programming languages and data-visualization software tools like R, Python, SQL, NoSQL, and Tableau



HOW IT WORKS >>

Many students participate in a summer internship as part of the three-semester program

The influence of big data on business decision making is greater than ever. So is the demand for skilled translators and storytellers who can convert analytics into practical insights that lead to viable business solutions. The curriculum covers the three pillars of business analytics: **BUSINESS INTELLIGENCE**, **PREDICTIVE ANALYTICS**, and **PRESCRIPTIVE ANALYTICS**. The MSBA core comprises 18 of your 30 total credits, and the remaining 12 credits are for electives you choose.

Nine-month (two-semester) or 16-month (three-semester)

CORE COURSES 18 credits

- » **Foundational:**
Entrepreneurship, Analytics, and Strategy of the Firm
- » **Business Intelligence:**
Storytelling and Communication
- » **Business Intelligence:**
Programming for Business Analytics
- » **Predictive Analytics:**
Machine Learning for Business
- » **Predictive Analytics:**
Marketing Analytics
- » **Prescriptive Analytics:**
Modern Econometric for Business

ELECTIVE COURSES 12 credits

Over 20 electives to choose from, with options like **Artificial Intelligence in Business Analytics and Optimization for Business Analytics**.

Set A: Six quantitative skill courses
Set B: Managerial skill courses

Consulting Field Project (elective)
Execute analytical tasks and present findings as part of a business consulting team.

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“Every class in the MSBA program applies directly to life. From the more general, foundational core classes like Business Strategy to the specific segments of the business such as Marketing Engineering, Econometrics, and Data Visualization with R, to elective classes like Artificial Intelligence for Business and Finance & Macroeconomic Data Analysis, they have made an impact on my everyday thinking. My decision making has been transformed from assumptions and speculation to evidence-based decisions and actions.”

– Hector Manuel Alcaraz MSBA'20

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