



QUESTROM MEANS BUSINESS.

Masters of Science in
Business Analytics (MSBA)

**BOSTON
UNIVERSITY**

Boston University Questrom School of Business

LOCATION IS EVERYTHING

2nd In the world to study digital transformation and find employment in the digital sector according to *Times Higher Education*

8th Best city in the US for innovation according to *World Economic Forum*

9th Best city in the US for young professionals according to *U.S. News & World Report*



LIFE IN BOSTON

- “America’s walking city”
- Best College City in North America (QS Ranking 2023)
- Top-15 Safest Places to Live in the U.S. (U.S. News & World Report’s 2022-23)
- Among oldest & most historic U.S. cities
- Educational hub:
40+ colleges in Boston Metro area



LIFE AT QUESTROM

- 80+ countries represented
- Over 25 different graduate clubs/organizations
- Research institutes:
 - Innovate@BU & BUild Lab
 - Digital Business Institute
- [Insights@Questrom](#)
- MBTA (Subway) Green Line runs right along campus



BU QUESTROM MSBA

- In-demand major and skills
 - 3^d year in a row highest incoming applications for Business Master's at the Questrom School of Business
- Collaborative classmates & environment
- Strong rankings among US MSBA programs
 - 10th overall, 4th for employability, 7th for alumni outcomes, 3rd for diversity
- Dedicated Career Services



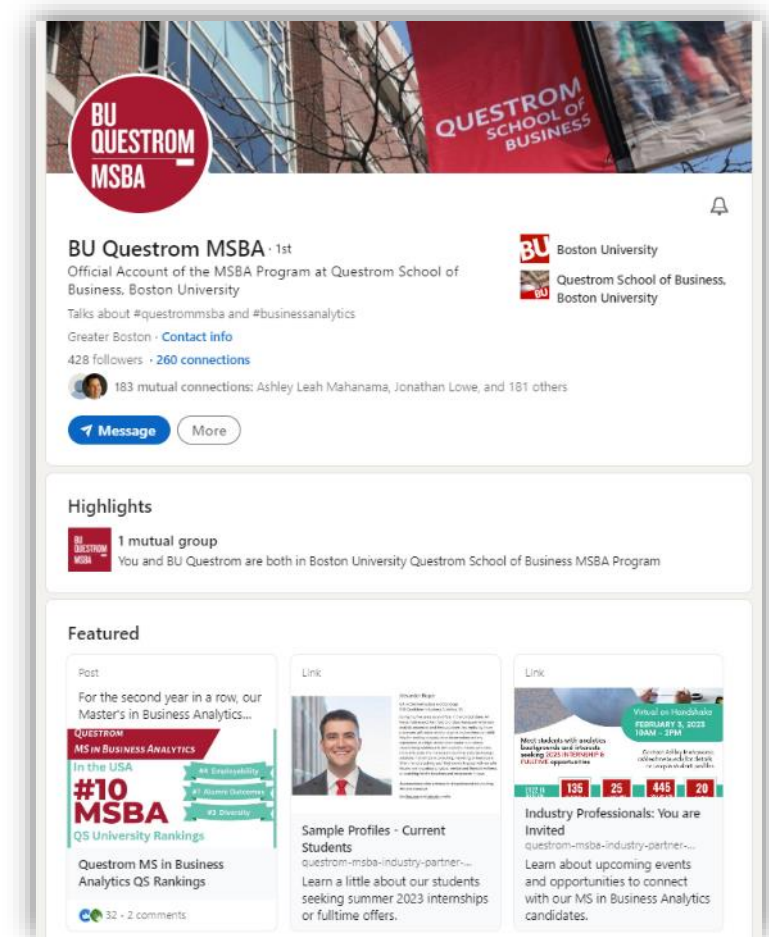
LEARN MORE!

1. Social Media
2. Ask an Ambassador
3. Watch a recent alumni video
4. Join a webinar on AI
5. Visit the New Student Website



#1 SOCIAL MEDIA

- Check out or follow our LinkedIn MSBA Account:
www.linkedin.com/in/bu-questrom-msba/
- Look up hashtag #QuestromMSBA in LinkedIn
- The following InstaGram accounts also cover news from Questrom and our Specialized MS programs:
 - www.instagram.com/buquestrom
 - www.instagram.com/questromgrad
 - Look up #QuestromMeansBusiness on IG



#2 ASK AN AMBASSADOR



Bhagirath Bhardwaj
Hometown
New Delhi, India
Major
Computer Science
School
Wentworth Institute of Technology



Syeda Ghazal Qadri
Hometown
Karachi, Pakistan
Major
Economics
School
Institute of Business Administration



Tianao Robert Zhang
Hometown
Wuxi, China
Major
Finance
School
Boston University



Arushi Pathik
Hometown
Rohru, India
Major
Computer Science
School
NMIMS University



Carolina Bellani
Hometown
Pavia, Italy
Major
Economics and Marketing
School
Northeastern



Tyler Christoforo
Hometown
Boston, MA, USA
Major
Chemistry
School
Tsinghua University



Jay Chaudhary
Hometown
Boston, MA, USA
Major
Kinesiology
School
UMass



Xinyi Esme Li
Hometown
Lanzhou, China
Major
Finance
School
University of Alberta



Rohan Chaudhary
Hometown
Meerut, India
Major
Mathematics and Operational Research
School
University of Delhi



Yulu Carol Jiang
Hometown
Wenling, China
Major
Mathematics, OR, Statistics and Economics
School
University of Warwick



Alexander "Alex" Heger
Hometown
Braintree, MA, USA
Major
Criminal Justice and Sociology
School
University of Delaware



Valentina Torres
Hometown
Bogotá, Colombia
Major
Economics and International Business
School
University of California



Yu-ting Sophie Hung
Hometown
Taipei, Taiwan
Major
Business Administration
School
National Central University

Visit our Questrom MSBA website admissions page to connect with a current student ambassador







#3 WATCH A RECENT ALUMNI VIDEO

- Click below to view a recent info session featuring our panel with MSBA'21 and MSBA'22 alumni!

#QUESTROMMEANSBUSINESS

TONIGHT'S PANELISTS

 <p>Ruchika Venkateswaran (MSBA '21) VP, Lead Data Scientist <i>CitiBank</i></p>	 <p>Shuyi Zhu (MSBA '21) Quantitative Analyst <i>Barclays</i></p>	 <p>Urvashi Tripathi (MSBA '22) Sr. Product Manager <i>CVS Health</i></p>	 <p>Rafikiel Seyvunde (MSBA '22) Asst. Manager, Digital Analytics <i>Adidas</i></p>
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#4 Join a webinar on AI

- The [Questrom Digital Business Institute](#) (DBI) frequently hosts faculty and professionals for in person and hybrid research talks, panels etc.
- On JANUARY 25, register for free and listen to a panel of industry and faculty experts talking about the [impact of AI on consumer engagement](#)
- Featuring 2 MSBA faculty!
(Professors Dokyun Lee and Gordon Burtch)

INSIGHTS@QUESTROM
LIVE

BOSTON UNIVERSITY
Boston University Questrom School of Business

DBI SYMPOSIUM

THE EMERGING IMPACT OF AI ON CONSUMER ENGAGEMENT

Sponsored by
DIGITAL BUSINESS
Institute

TUESDAY, JANUARY 31, 2023
2:00 - 5:30PM EST
QUESTROM EXECUTIVE DINING ROOMS, 4TH FLOOR

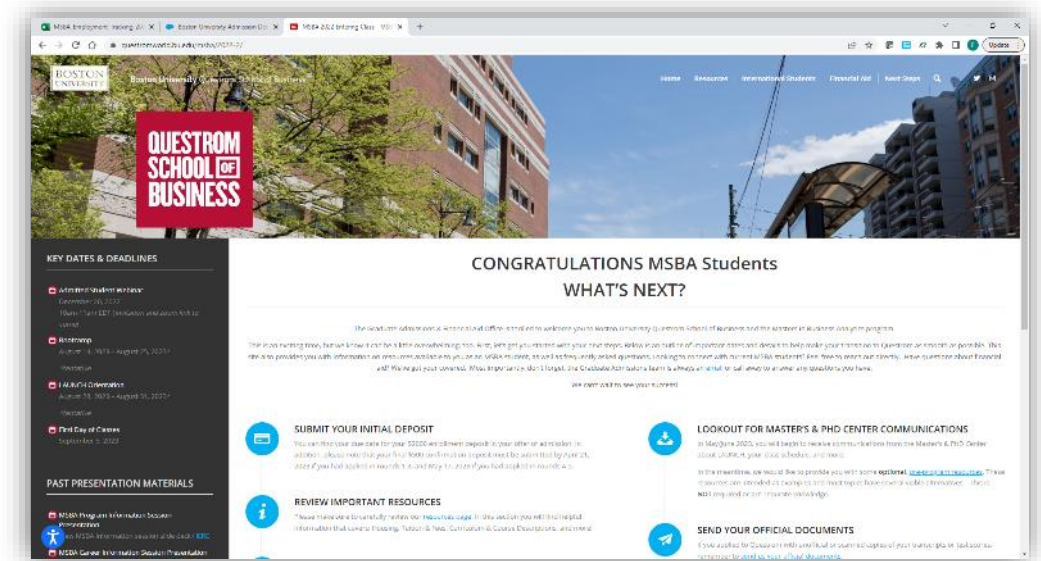
Register here: <https://questrom.bu.edu/aisymposium>

FEATURED SPEAKERS:

	MARISA TRICARICO MANAGING DIRECTOR, NORTH AMERICA PRACTICE LEAD FOR RESPONSIBLE AI, ACCENTURE AI		DOKYUN LEE KELLI QUESTROM ASSOCIATE PROFESSOR IN MANAGEMENT, ASSOCIATE PROFESSOR, INFORMATION SYSTEMS
	JEEVAN DUGGEMPUDI PARTNER, AI AND ANALYTICS, IBM CONSULTING		ABRAHAM SEIDMANN EVERETT W. LORD DISTINGUISHED FACULTY SCHOLAR, PROFESSOR, INFORMATION SYSTEMS
	GORDON BURTCHE KELLI QUESTROM ASSOCIATE PROFESSOR IN MANAGEMENT, ASSOCIATE PROFESSOR, INFORMATION SYSTEMS		BIN GU EVERETT W. LORD DISTINGUISHED FACULTY SCHOLAR, PROFESSOR, INFORMATION SYSTEMS, DEPARTMENT CHAIR, INFORMATION SYSTEMS

#5 Visit new student website & slack group

- Check out the new student website thoroughly:
 - E.g. Course descriptions, financial and housing info, international student information
- You should have received a Slack group (channel) invitation with your official admission letter
 - If not, a link is on the new student website
 - Slack group is great to ask questions, connect with other admits, and be aware of updates and reminders!



MSBA IN A NUTSHELL

STEM designated degree prepares you for a career in advanced analytics or applied data science, from start-ups to Fortune 500

- Data mining, modeling, visualization
- Extract insights from (big) data and formulate actionable recommendations for business leaders

Intensive, full-time program

Flexible options (new 2022-2023):

- Two distinct tracks
- Summer internship or capstone industry projects
- Expanded electives and option to select concentrations

CURRICULUM MAP*

16-MONTH TRACK	12-MONTH TRACK
PRE-PROGRAM START: PROGRAMMING AND STATISTICAL FOUNDATIONS BOOTCAMP**	
FALL	
<ul style="list-style-type: none"> • CORE CONCEPTS IN PROGRAMMING, MACHINE LEARNING, AND BUSINESS ANALYTICS • COMMUNICATIONS AND TEaming 	
SPRING	
ADVANCED DATA MODELING AND INITIAL ELECTIVES	
SUMMER	
<ul style="list-style-type: none"> • DATA ETHICS INTENSIVE MODULE • OPTIONAL INTERNSHIP 	<ul style="list-style-type: none"> • DATA ETHICS INTENSIVE MODULE • FINAL ELECTIVE • CAPSTONE PROJECTS
FALL	
<ul style="list-style-type: none"> • FINAL ELECTIVES • ABILITY TO COMPLETE CONCENTRATION 	

* The program curriculum is subject to change



SAMPLE CURRICULUM (12-MONTH TRACK)*

SUMMER BOOTCAMP	QUESTROM LAUNCH (ORIENTATION)	FALL MODULE 1	FALL MODULE 2	SPRING MODULE 1	SPRING MODULE 2	INTERSESSION INTENSIVE	SUMMER
Week 1: Python Programming	Orientation to Questrom, BU and beyond	BA815 Competing with Analytics	BA780 Introduction to Data Analytics	BA820 Unsupervised Machine Learning	Elective 1*	BA840 Data Ethics: Analytics in Social Context	Elective 3*
Week 2: Data analysis and statistics fundamentals	Career Services Kick Off (continues throughout year)	BA775 Business Analytics Toolbox	BA810 Supervised Machine Learning	BA830 Business Experimentation and Causal Methods	Elective 2*		BA888 Capstone Project Class
		ES710 Teaming		ES720 Communications			BA890 Analytics Practicum

Summer semester:

- Research paper to be submitted for BA890
- Capstone projects (BA888)

- You are required to register for at least 2 approved MSBA electives in Spring.
- Most spring MSBA electives are offered in spring module 2, except for BA843 which runs 1/week throughout the semester.
- Students are allowed to take an *additional (third)* elective in spring, as long as they can maintain a satisfactory GPA. We recommend discussing this first with your academic advisor and career coach.

* Courses (electives) and schedule subject to change at anytime



SAMPLE CURRICULUM (16-MONTH TRACK)*

SUMMER BOOTCAMP	QUESTROM LAUNCH (ORIENTATION)	FALL MODULE 1	FALL MODULE 2	SPRING MODULE 1	SPRING MODULE 2	INTERSESSION INTENSIVE	SUMMER	FALL YEAR 2 MODULE 1	FALL YEAR 2 MODULE 2
Week 1: Python Programming	Orientation to Questrom, BU and beyond	BA815 Competing with Analytics	BA780 Introduction to Data Analytics	BA820 Unsupervised Machine Learning	Elective 1*	BA840 Data Ethics: Analytics in Social Context	<i>Summer internship (recommended - can be used to fulfill BA890)</i>	Elective 3*	
Week 2: Data analysis and statistics fundamentals	Career Services Kick Off (continues throughout year)	BA775 Business Analytics Toolbox	BA810 Supervised Machine Learning	BA830 Business Experimentation and Causal Methods	Elective 2*			Elective 4*	
		ES710 Teaming		ES720 Communications			BA890 Analytics Practicum		

Approved Electives*:

Concentrations available in

- **Marketing Analytics**
- **Data and Methods**
- **Healthcare analytics**

- **Financial & Accounting Analytics**
- **Operations & Supply Chain Analytics**
- **People Analytics**
- **Digital Marketing Analytics**
- **Pricing Strategies**
- **Data Driven Marketing Decisions**
- **Consumer Insights**

- **Advanced Machine Learning 1 (Intro to Neural networks)**
- **Advanced Analytics Topics**
- **Big Data Analytics for Business**
- **Stat. Programing for Biostatisticians**
- **Multivariable Analysis for Biostatisticians**
- **Advances in Digital Health**
- **Digital Disruption in Health**

- You are required to register for at least 2 approved MSBA electives in Spring.
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CAREER SERVICES & STUDENT EXPERIENCE

- LAUNCH (orientation)
 - Including guests, early career sessions
- MSBA Dedicated networking events:
 - Speaker Series / Guest panels / Alumni Panel
 - Employer feature & info sessions
 - Hackathon / analytics case competition
 - Speed networking
 - Analytics Career Fair
- MSBA Career sessions:
 - Resume readiness & watch-outs
 - Analytics career strategy (industry / roles)
 - Informational interviewing
 - Elevator Pitch
 - All-star LinkedIn profile
 - Mock Interviews (with industry professionals)
- And many other QST-wide events
 - E.g. Bites and Insights, QST career fair, Keynote Speakers, Handshake employer events



CVS Health at a glance

Our segments

- ✓ **Retail/Long Term Care** - fulfills prescriptions for medications, provides patient care programs, sells a wide assortment of general merchandise, provides health care services through walk-in medical clinics, provides medical diagnostic testing and other services to long term care facilities.
- ✓ **Pharmacy Services** - provides a full range of pharmacy benefit management solutions to employers, health plans, government employee groups and government sponsored programs.
- ✓ **Health Care Benefits** - offers a full range of insured and self-insured medical, pharmacy, dental and behavioral health products and services.

9,900+ retail locations in all 50 states and Puerto Rico

Approximately 23M insured members

Enterprise Analytics Full-Time Opportunities

Data Engineer	Data Scientist	Solution Strategist	Analytic Athlete
This role will build next-generation Big Data machine learning frameworks developed on a group of core Hadoop technologies and services.	This role works within a high-performing analytics team, leveraging predictive modeling and machine learning algorithms to facilitate business growth, optimize cost, and improve customer experience.	This role develops processes to ensure cross-team collaboration and leverage unique expertise from across Enterprise Analytics and other internal partners to drive business growth.	This role works with a variety of partners to support the design, development and delivery of analytic solutions. The work performed by this role is critical to the success of the organization.



SAMPLE CAREERS / CLASS OF 2021

Company	Role / Job Title
2 nd Watch, Inc.	Cloud Economics Financial Analyst
Adidas	Supervisor, Data Scientist
Alibaba	Business Intelligence Analyst
Applied Materials	Materials Project manager
Axtria	Decision Science Associate
Baidu	Product Manager
Capital One	Junior Process Manager
CIB Finteh	Data Analyst
Citizens Bank	AVP, Data Scientist
Crocs	Digital Analyst
Coverys	Analyst
Deloitte Consulting (2)	Business Analyst
Dell Technologies	Sr. Business Intelligence Analyst

Company	Role / Job Title
Education First	Data Analyst
Lockheed Martin	AI Systems Engineer
Hayden Consulting Group	Consultant
Lose It!	Data Scientist
McKinsey & Co	Business Analysts (Digital)
NBC Universal	Product Data Analyst
Paytronix	Data Analyst
Putnam Associates	Associate Consultant II (Data Science)
PwC (3)	Sr. Associate/Associate, Deal Analytics
Slalom Build	Data Engineer
Syneos Health	Consulting Analyst
VMware	Marketing Analytics Analyst
Wayfair	Data Engineer II

Internships Examples: Citizens Bank, Rivian, Wayfair, Grand Thornton, Huawei, Growing.ai, Slalom, Cirkul, Plaine Products, ClearPrism, Harmony Plus, Jobcase



CAREER RESULT HIGHLIGHTS, CLASS OF 2021

\$88k

[\$60k - \$115k]

AVERAGE AND RANGE, FIRST YEAR BASE SALARY,
U.S. JOBS

94%

OF STUDENTS SEEKING
ACCEPTED AN OFFER WITHIN 6
MONTHS OF GRADUATION

69%

OF STUDENTS RECEIVED
MORE THAN 1 OFFER
(RANGE 2 TO 5)

\$94k

[\$75k - \$129k]

AVERAGE AND RANGE, FIRST YEAR
TOTAL COMPENSATION,
U.S. JOBS

100%

OF STUDENTS WITH WORK
EXPERIENCE ACCEPTED AN
OFFER WITHIN 4 MONTHS OF
GRADUATION

64%

OF STUDENTS REPORTED
RECEIVING A SIGN-ON BONUS



SAMPLE COMPANIES HIRING 2022*



CAREER RESULT HIGHLIGHTS, CLASS OF 2022

92k

[\$68k - \$161k]

AVERAGE AND RANGE, FIRST YEAR BASE SALARY,
U.S. JOBS

95%

OF STUDENTS SEEKING
ACCEPTED AN OFFER WITHIN 6
MONTHS OF GRADUATION

51%

OF STUDENTS RECEIVED
MORE THAN 1 OFFER
(RANGE 2 TO 5)

\$102k

[\$68k - \$184k]

AVERAGE AND RANGE, FIRST YEAR
TOTAL COMPENSATION,
U.S. JOBS

48%

OF STUDENTS REPORTED
RECEIVING A SIGN-ON BONUS

Preliminary



MSBA CAPSTONE PROJECTS

- Students work in teams with an industry sponsor (company)
- Real-life problem, real-life data
- Business Advisor & Faculty Advisor meet regularly with teams
- Midterm and final presentations
- Projects vary every year, typically range of industries/topics



Mohammad Soltanieh-Ha, Ph.D.
Course Coordinator



Oliver Bandte, Ph.D.
Faculty Advisor
VP Data and Analytics,
Wellframe



Shawn Jin, Ph.D.
Faculty Advisor
Head of Analytics,
Plymouth Rock
Insurance Home Group



Jialin Li
Faculty Advisor
Lead Data Scientist,
Target



Elgar Pichler, Ph.D.
Faculty Advisor
Head Data Science &
Knowledge Engineering,
Brandpoint



MSBA CAPSTONE EXAMPLES

Sponsor	Project
Global Pharma Company	A large global pharma company wants to smoothen excess demand faced by its quality control facilities. MSBA students help predict the demand patterns in advance using structured and unstructured data.
US Insurance Company	Fire loss is the biggest driver of loss in home insurance. MSBA teams rely on vast amounts of data to identify relevant variables and improve fire loss prediction using machine learning approaches.
US Govt. Agency	Climate change is here, and national agencies provide rich data about drought. MSBA teams utilize this data for predictive analytics and for disseminating drought information effectively to users.
Social media start-up	Social media engagement is a highly sought after, elusive goal for many enterprises. MSBA students help a social media startup by leveraging early data collected by the startup, augmenting insight with a survey, and investigating what drives engagement for a social media startup.
Tech Consulting Company	A risk analytics consulting company wants to improve the way its models understand the impact of black swan events. The student team uses NLP to identify and build the building blocks for this effort.
Investment Advice Company	An investment firm is looking into developing robust prediction of future environmental and social activities of a company by using the data on its past activities. MSBA Teams examine viable indicators and apply machine learning techniques to tackling this forecasting problem.
E-commerce Retailer	Can early days on a members-only platform define the whole customer journey? Our student learn how to access and manipulate subscriber transaction data, and delve into marketing analytics to explores ways to identify customer journey from early signals in user engagement.

2023 INCOMING CLASS PROFILE

1418

APPLICATIONS RECEIVED

23

AGE (MEAN)

50%

IDENTIFYING FEMALE

710

GMAT (MEDIAN)

654 - 730

GMAT (80% RANGE)

96

ENROLLED STUDENTS

6% / 94%

DOMESTIC / INTERNATIONAL RATIO

169

GRE QUANTITATIVE (MEDIAN)

161 - 170

GRE QUANTITATIVE (80% RANGE)

15

MONTHS WORK
EXPERIENCE (AVG)

46%

>1 YEAR FT WORK EXPERIENCE

325

GRE TOTAL (MEDIAN)

3.5

UNDERGRADUATE GPA (4.0
SCALE, MEDIAN)

Sample

Schools

Represented:

Boston University

George Washington University

IIT – Bombay

Indiana University

Hindu College

National Taiwan University

Northeastern University

New York University

Nanyang Technological U

Narsee Monjee IMS

Penn State University

Purdue University

Peking University

Santa Clara University

Tsinghua University

Vellore Institute of Technology

University of Alberta

U California San Diego

U California Santa Barbara

University of Melbourne

University of Sydney

University of Toronto

University of Tokyo

University of Warwick

2023 INCOMING CLASS PROFILE

Undergraduate Majors (by category)



Countries Represented (15)

- Canada
- China
- Columbia
- Germany
- Hong Kong
- India
- Indonesia
- Israel
- Italy
- Lebanon
- Pakistan
- Saudi Arabia
- Taiwan
- Turkey
- USA

**QUESTROM
MEANS
BUSINESS.**

Questions?

businessanalytics@bu.edu

