



**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
 - 4 years in a row highest incoming applications for Business Master's at the Questrom School of Business
- Strong rankings among US MSBA programs
 - 9th overall '24 (last 3 years consistently in Top 10)
 - 4th for employability, 7th for alumni outcomes, 3rd for diversity
- Dedicated Career Services
- World-class Faculty



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, in-person program

Flexible options (new since 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	Interession Intensive (2-weeks)	Summer
Mid August	End August	Sept-Oct	Nov-Dec	Jan-March	March-May	May	June-Aug
Week 1: Python Programming	Orientation to Questrom, BU and beyond (Incl. Summer Career Services PreWork)	BA780 Introduction to Data Analytics	BA775 Business Analytics Toolbox	BA820 Unsupervised Machine Learning	Elective 1*	BA840 Data Ethics: Analytics in Social Context	BA888 Capstone Project
Week 2: Data analysis and statistics fundamentals			BA810 Supervised Machine Learning	BA830 Business Experimentation and Causal Methods	Elective 2*		Elective 3*
		BA815 Competing with Analytics		Optional Additional Elective Possible			BA890 Analytics Practicum (individual paper)
ES710 Teaming		ES720 Communications					

- You are required to register for at least 2 approved MSBA electives in Spring.
- Most spring MSBA electives are offered in spring module 2, with a few exceptions.
- Students are allowed to take an *additional (third)* elective in spring, as long as they can maintain a satisfactory GPA.
- Summer semester: students submit an individual paper for BA890.



SAMPLE CURRICULUM (16-MONTH TRACK)*

Summer Bootcamp	Questrom Launch (Orientation)	Fall Module 1	Fall Module 2	Spring Module 1	Spring Module 2	Interession Intensive (2-weeks)	Summer	Fall Module 1	Fall Module 2
Mid August	End August	Sept-Oct	Nov-Dec	Jan-March	March-May	May	June-Aug	Sept-Oct	Nov-Dec
Week 1: Python Programming	Orientation to Questrom, BU and beyond (Incl. Summer Career Services PreWork)	BA780 Introduction to Data Analytics	BA775 Business Analytics Toolbox	BA820 Unsupervised Machine Learning	Elective 1*	BA840 Data Ethics: Analytics in Social Context	BA890: Summer Internship (recommended; alternatively individual research project)	Elective 3*	
Week 2: Data analysis and statistics fundamentals			BA810 Supervised Machine Learning	BA830 Business Experimentation and Causal Methods	Elective 2*			Elective 4*	
		BA815 Competing with Analytics		Optional Additional Elective Possible				BA891 Analytics Practicum Can use for new or continuing internship	
		ES710 Teaming		ES720 Communications					

- You are required to register for at least 2 approved MSBA electives in Spring.
- Most spring MSBA electives are offered in spring module 2, with a few exceptions.
- Students are allowed to take an *additional (third)* elective in spring, if they can maintain a satisfactory GPA.
- Summer: While there is no requirement for an internship, most MSBA students seek summer internships.
- Students are part-time in their final fall semester and are allowed to pursue a part-time or full-time internship.



SAMPLE ELECTIVES

Concentrations available in:

- Marketing Analytics,
- Data and Methods (Applied Data Science),
- Healthcare analytics,

Concentrations are optional and can be obtained with 3 or more qualifying electives.

BA888 (Capstone Project Class) is only intended for students on the 12-month track.

- It cannot be used as elective or required class in the 16-month track.
- Student can apply/petition to take BA888 as extra class, however, seats are not guaranteed and dependent on project availability.

Course Nr.	Course Name	Credit Hrs.
BA870	Financial and Accounting Analytics	3
BA875	Operations and Supply Chain Analytics	3
BA880	People Analytics	3
BA860	Marketing Analytics (Digital marketing)	3
MK864	Pricing Strategies	3
MK852	Data Driven Marketing Decisions	3
MK856	Consumer Insights	3
BA865	Advanced Machine Learning 1 (Intro to Neural networks)	3
BA843	Big Data Analytics for Business (tentative)	3
BA885	Prescriptive Analytics	3
DS701	Tools for Data Science	3
BS803	Statistical Programing for Biostatisticians	2
BS806	Multivariable Analysis for Biostatisticians	4
HM817	Advanced in Digital health	3
PM804	Digital Disruption in Health	2
BA878	Machine Learning in Healthcare	3



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

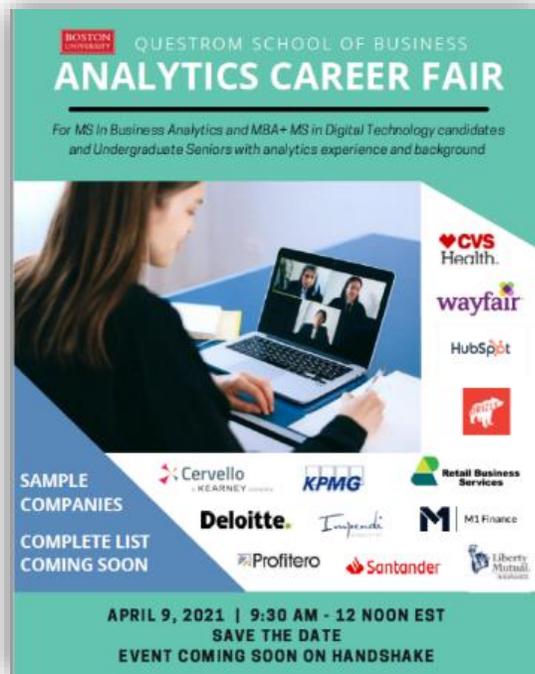
Approximately 23M insured members

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, developing predictive models 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.



EVENT HIGHLIGHT: ANALYTICS CAREER FAIR



2021



2022



2023

MSBA students are also invited to attend numerous BU, Questrom and Boston-Area Career Fairs (e.g., Mass Fintech Hub Career Fair, OSDC East Career Fair, etc.) throughout the year



EVENT HIGHLIGHT: NEW YORK TREK



41

MSBA Graduate Students

43

Data Analytics Industry Professionals

15+

Hours Spent Networking

10

Site Visits and Events



Some of our Participants

kubrick

ECG BOSTON CONSULTING GROUP

United Healthcare

NESPRESSO

citibank

KBRA



CRISIS GO

instacart

sanofi

McKinsey & Company

veeva

cctaura

SIEMENS

Apple Pay

AXTRIA

Other Participants:
INY Presbyterian, AWS, Beckman Coulter Diagnostics, NYU

Other Participants:
Google, Ascendant Global Advisors

Over 3 days in New York City, students participating enjoyed the following events:

- Speaker panel
- 7 company site visits
- Networking happy hour with MSBA and BU alumni
- “Harry Potter and the Cursed Child” on Broadway



DATA AND ANALYTICS COMPETITIONS

Humana/Mays
2021 Healthcare Analytics Case Competition
Fifth Annual

First Place
\$50,000

Second Place
\$20,000

Third Place
\$10,000

Humana Mays Business School

Linh To Yuxuan Mei

Ji Qi Eunjin Jeong

Team GoVax!

Boston University Questrom School of Business

Finalists / 3d place finish – Humana Mays Competition

Runner-up, Deloitte GPS Case Competition at QST

We're happy to announce that our MSBA students participated in the Boston Area Advance Degree (AD) Case Competition for Deloitte GPS Consulting held at Questrom School of Business, Boston University, with two of our students Syed Ghalib Qadri and Harshil Thakkar on the team that was the runner up for the competition!

We're always encouraging our students to participate in experiences outside the classroom and glad that our students gained this valuable exposure.

#CaseCompetition #MSBA #Proud

You and 50 others 7 comments · 2 reposts

3rd Place Team - Graduate Division, MinneMUDAC 2023

MinneMUDAC Student Data Science Challenge

3d place finish – MinneMudac Data Science Challenge

SAMPLE COMPANIES HIRING 2022



CAREER RESULT HIGHLIGHTS, CLASS OF 2022

\$93k

[\$65k - \$161k]

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

\$102k

[\$65k - \$184k]

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

95%

OF STUDENTS SEEKING
ACCEPTED AN OFFER WITHIN 6
MONTHS OF GRADUATION



"I came out of [the program] with a completely new set of skills at a level advanced enough to allow me to take on the technical role I accepted upon graduation.."

Stella Vardanega, MSBA'22, AI/Data Scientist, Beckman-Coulter Diagnostics

54%

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



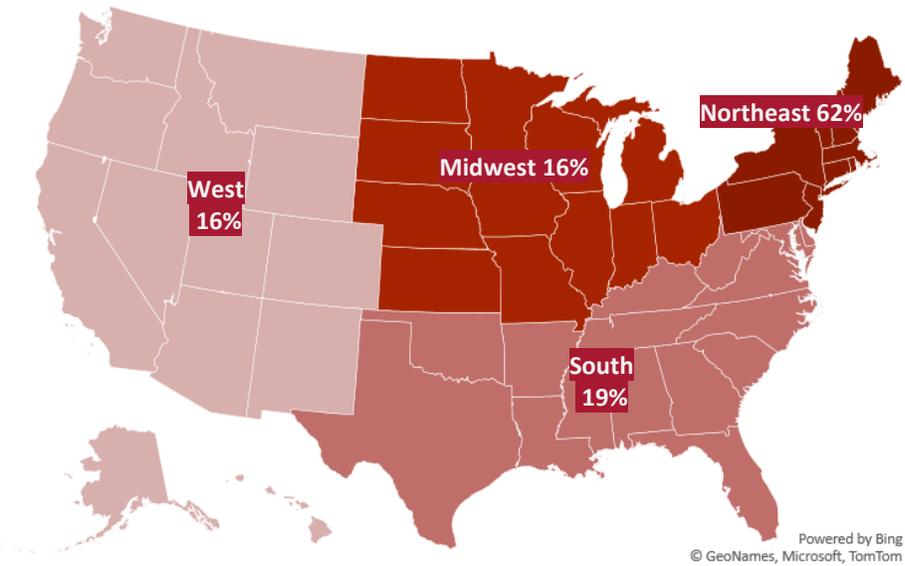
"The Questrom career team was a really valuable resource. The mock interviews I did with them were extremely helpful."

Aash Gohil, MSBA'22, Business Analyst, Amazon



CAREER RESULT HIGHLIGHTS, CLASS OF 2022

GEOGRAPHIC BREAKDOWN



TYPE OF ROLES *



* Categories often include different seniority levels (e.g. Data analyst, Sr Data Analyst, Lead Analyst etc.)

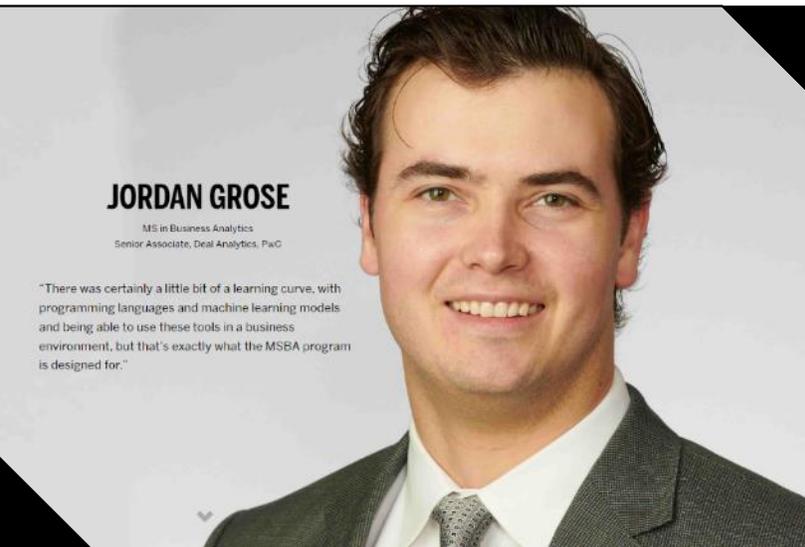
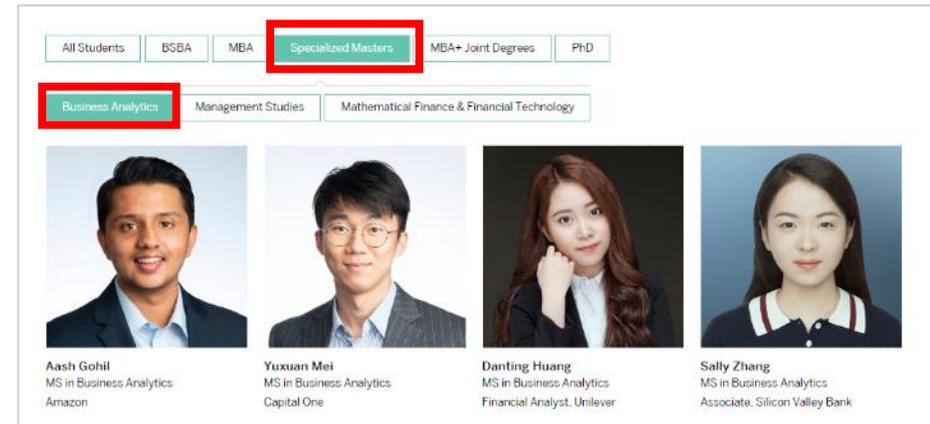


Sample Internships Companies



Check Out Alumni Profiles!

- Visit: www.bu.edu/questrom/student-life/meet-our-students/
- Select “Specialized Masters” and “Business Analytics”
- For recent news, also check out LinkedIn: www.linkedin.com/in/bu-questrom-msba/recent-activity/all/



2024 APPLICATION DEADLINES

~~OCTOBER 25, 2023~~

DECEMBER 1, 2023

JANUARY 31, 2024

MARCH 20, 2024*

APRIL 26, 2023**

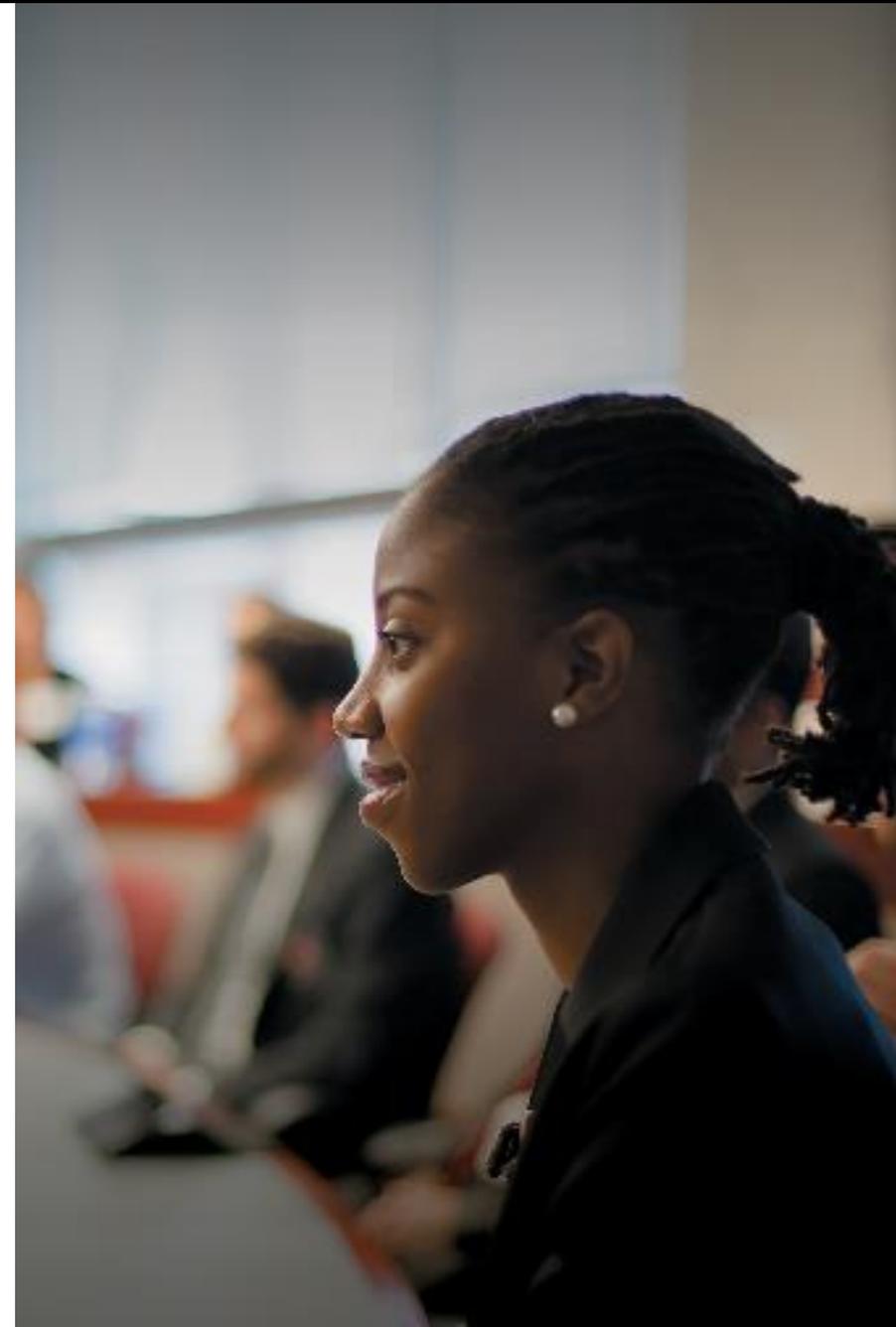
** Last round for all international applications who are not currently in the U.S. and on an active F-1 visa.*

*** For domestic students and international students with a current, active F-1 visa*

THE APPLICATION

- Application Form
- Resume
- 2 Letters of Recommendation
- Transcripts
- GMAT or GRE*
- TOEFL/IELTS/Duolingo/PTE
- Video Essay

* May be waived with approval from admissions committee
(waiver form on website, under the admissions page)



2024 CLASS PROFILE*

1391

APPLICATIONS RECEIVED

24

AGE (MEAN)

56%

IDENTIFYING FEMALE

690

GMAT (MEDIAN)

654 - 726

GMAT (80% RANGE)

117

ENROLLED STUDENTS

9% / 91%

DOMESTIC / INTERNATIONAL RATIO

166

GRE QUANTITATIVE (MEDIAN)

159 - 170

GRE QUANTITATIVE (80% RANGE)

21

MONTHS WORK EXPERIENCE (AVG)

55%

>= 1 YEAR FT WORK EXPERIENCE

321

GRE TOTAL (MEDIAN)

3.61

UNDERGRADUATE GPA (4.0 SCALE, MEDIAN)

Sample Schools Represented:	Anna University Babson College Bocconi University Boston University Columbia University College of William and Mary	Hong Kong UST IBA (Pakistan) Indiana University John Hopkins University LUMS National Taiwan University	Northeastern University NIT Rourkela Narsee Monjee IMS Penn State University Renmin University Savitribai Phule Pune U	The Chinese U of Hong Kong Vellore Institute of Technology U California Berkeley U California Davis U California San Diego Universidad de Los Andes	University of Amsterdam University of Delhi University of Toronto University of Warwick University of Washington Wuhan University
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*Tentative – last updated 09/20/2023

2024 CLASS PROFILE

Undergraduate Majors (by category)



Countries Represented (21)

- Argentina
- Brazil
- Canada
- China
- Colombia
- Guinea
- Hong Kong
- India
- Indonesia
- Italy
- Japan
- Kazakhstan
- Lebanon
- Mexico
- Pakistan
- Peru
- Russia
- Saudi Arabia
- Taiwan
- USA
- Venezuela

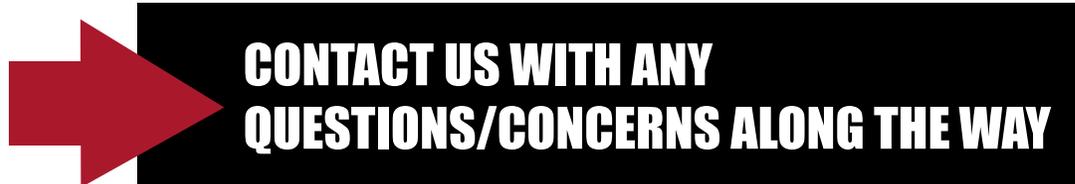


CONNECT WITH THE QUESTROM ADMISSIONS TEAM

Next Steps:

- Keep an eye out for a follow-up email with more information about your application fee waiver!
- Checkout our upcoming info sessions and events
 - www.bu.edu/questrom/admissions/admissions-events
- Connect with us
- Apply for Fall 2024 entry

We're here to help you navigate the process as you make plans for your graduate business degree!



General inquiries: mba@bu.edu

MSBA inquiries: businessanalytics@bu.edu



**QUESTROM
MEANS
BUSINESS.**

Questions?

businessanalytics@bu.edu

