

Master of Science in Business Analytics (MSBA)

Amherst | Newton | Online

CLASS PROFILE

AVERAGE
AGE

32

STUDENT AGE
RANGE

21-49

INTERNATIONAL
STUDENTS

40%

YEARS WORK
EXPERIENCE

0-20

AVERAGE
UNDERGRAD GPA

3.34

IN THE CLASSROOM

2 TRACKS

Business Foundations
Builds business analytics and management skills

Data Analytics
Provides in-depth data analytics knowledge and tools

FOCUS AREA

Advanced Analytics
Optional concentration deepens knowledge of data analytics through additional elective courses

SOFTWARE AND TECHNICAL SKILLS

Advanced Excel • DBMS & DW
Google Colab • MS Project
Power BI • Python

R Studio • SAP Analytics
SQL • Tableau
VBA for Excel • XL Miner

COURSEWORK

- Business Application Development with Python
- Business Intelligence
- Data Management
- Data Mining
- Project Management
- Visual Design
- Web Analytics

CERTIFICATE PREPARATION

- Amazon Web Services
- Certified Associate in Project Management
- Google Analytics IQ
- Project Management Professional
- Tableau Desktop Specialist



#9

Best Overall Online MSBA
(U.S. News & World Report, 2023)

IN THE WORKFORCE

CLASS OF 2022
AVERAGE SALARY **\$81,714**

CAREER OPTIONS

Analytics
Consulting
Information Systems
Operations
Project Management
Risk Assurance

TOP INDUSTRIES

Accounting
Financial Services
Retail
Supply Chain
Technology

TOP COMPANIES



UMassAmherst

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of Management



Office of
Career Success