

# OSB

SULIMAN S. OLAYAN  
SCHOOL OF BUSINESS

## MASTER'S IN BUSINESS ANALYTICS

# From Data to Sustainable Life

The Master's in Business Analytics program prepares students with knowledge, tools, and skills to analyze big data, to make effective business decisions, improve performance, create shared value, and enable the digital transformation from basic to smart organizations. Graduates of the program will learn the various data analytics processes from managing, modelling, analyzing, visualizing, and recommending solutions to challenges in various domains, including supply chain and operations, project management, marketing, human resources, and finance.

## PROGRAM HIGHLIGHTS

- Identify technological frameworks for collecting, preparing, processing, analyzing, and delivering data.
- Develop advanced analytical modeling and problem solving skills to best address challenges in various industries.
- Learn reporting techniques with emphasis on visual display of big data and analytical results.
- Learn how to effectively communicate analytical and complex results to different audiences.
- Develop core management skills relevant to business analytics projects, including designing, planning, implementing, leading teams and managing conflicts.

## CAREER OPPORTUNITIES

MSBA prepares graduates to work in a wide range of management and analytical roles, including:

- Business intelligence analyst
- Quantitative analyst
- Data scientist/manager
- Behavioral analyst
- Customer relationship management analyst
- Chief analytics officer
- Fraud, credit, and risk analyst
- Chief operations analyst
- Information architect and data modeler

## FACULTY

MSBA is managed by world-class faculty who bring to the classroom a diversified background and rich experience in teaching, research, and practice. OSB faculty members are united around a common vision of creating an exciting learning environment through a combination of case studies, experiential learning, and cutting-edge localized content.

## ADMISSIONS

The MSBA program is looking to attract and admit candidates with the following requirements:

- Average GPA of at least 80 (3.2) or its standardized equivalent from a university recognized by AUB.
- English Language Proficiency Requirement (ELPR) may be required depending on your home institution.
- Two letters of recommendation highlighting an applicant's academic and/or work experience.
- Curriculum vitae.
- An interview (when requested).



## PROGRAM

MSBA is a one-year full-time program. It starts with a 2-week bootcamp and continues for 12 months. The program can also be completed on a part-time basis over 24 months for applicants engaged in a full time employment.

<b>Curriculum:</b>	
Bootcamp, orientation (pre-requisite)	
18-credit core courses	Business Understanding
	Data Processing Framework
	Applied Statistical Analysis
	Optimization and Simulation
	Predictive Analytics and Machine Learning
	Data Visualization and Communication
12-credit elective courses and a project	<b>Option 1:</b> 3 elective courses (9 credits) and a capstone project with experiential learning in industry (3 credits)
	<b>Option 2:</b> 2 elective courses (6 credits) and a thesis project (6 credits)

## FINANCING

AUB's Office of Financial Aid offers financial aid to qualified students in the form of need-based financial aid grants and loans, scholarships, and student work-study programs. Merit-based graduate assistantships are also available for top ranking applicants.

