



AMERICAN
UNIVERSITY OF BEIRUT

SULIMAN S. OLAYAN SCHOOL
OF BUSINESS

Master's in Business Analytics

Business education at the American University of Beirut started in the 1900s when the college established the School of Commerce, which in 1925 was incorporated into the Faculty of Arts and Sciences. Ada Dodge Memorial Hall was the original home of the School of Commerce.

#DareToTransform
Transforming business thinking
in the MENA region

FROM DATA TO SUSTAINABLE LIFE

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



ABOUT THE PROGRAM

PROGRAM HIGHLIGHTS

Collecting, Preparing, Processing, Analyzing, and Delivering Data

Developing Advanced Analytical Models

Acquiring Problem-solving Skills and Reporting Techniques

Communicating Complex Results through Data Visualization

Developing Core Management Skills

PROGRAM COURSES

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.

Business Understanding	Predictive Analytics and Machine Learning
Data Processing Framework	Data Visualization and Communication
Applied Statistical Analysis	OPTION 1 3 elective courses (9 credits) and a capstone project with experiential learning in industry (3 credits)
Optimization and Simulation	OPTION 2 2 elective courses (6 credits) and a thesis project (6 credits)

CAREER OPPORTUNITIES

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

- Business intelligence analyst
- Quantitative and behavioral analyst
- Data scientist/manager
- 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.

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.

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).

