



Do More With Data

The Online MSBA From William & Mary

William & Mary's [Online Master of Science in Business Analytics \(MSBA\)](#) program helps ready you to enter the high-growth, high-impact field of data science. In our fast-paced, rigorous program, students learn how to apply various methodologies to practical business problems and how to best present analytical findings to convince managers to follow their recommendations.

Our intensive 32-credit-hour curriculum helps teach you the requisite analytic skills to work with big data sets, such as machine learning and artificial intelligence, and to solve complex problems using multiple methodologies. This helps prepare you to bring data-driven insights to your company's bottom line, so you can become the ultimate data scientist, strategist and storyteller.

Program Benefits

- Earn a respected, [AACSB-accredited](#) graduate business degree
- Master our program's [four pillars of business analytics](#): business acumen, math modeling, computing technologies and communicating with impact
- Build your [workplace value](#) by combining analytical fluency with key business communication skills
- Complete coursework and track your progress through our unique and engaging [online learning platform](#)
- Enjoy [networking opportunities](#) with successful Mason School of Business [alumni](#)

Online Program Structure

- 2 pre-program courses
- 4 prerequisites*
- 8 core courses
- 32 credits
- 3 starts per year: August, January and May
- 100% online (no residency)
- Complete in as few as 15 months**

*At the discretion of the university, candidates can be granted a waiver for the four prerequisites based on successful completion of prior coursework.

**Students who are required to complete the prerequisite courses can graduate in as few as 18 months.

Admissions Requirements

- Completed [online application](#), including:
 - Official academic transcripts
 - 2 letters of professional recommendation
 - [Personal essay](#)
- Application fee of \$100 (nonrefundable; a fee waiver may be available)
- A bachelor's degree from a regionally accredited university with a GPA of 3.0 or higher (on a 4.0 scale)
- GMAT/GRE scores (a [waiver](#) may be available for qualified applicants)
- Proof of [English language proficiency](#) (for non-U.S. citizens)
- Personal admission interview
 - Qualified applicants who have submitted and completed their application will be invited to schedule a personal admission interview. Interviews can be conducted on campus, via video conference or by telephone



Curriculum

Our 32-credit-hour curriculum can be broken down in the following ways:

2 required pre-program courses

- W&M OMSBA Orientation (0 credits)
- Excel Boot Camp (0 credits)

4 prerequisite courses, which can be waived for qualified applicants

- BUAD 502A Probability and Statistics I (3 credits)
- BUAD 502B R Programming (1 credit)
- BUAD 502C Python Programming (1 credit)
- BUAD 502D Linear Algebra for Business Analytics (3 credits)

8 core courses, worth a total of 32 credits

- BUAD 5112 Competing Through Business Analytics (4 credits)
- BUAD 5052 Decision Modeling (4 credits)
- BUAD 5772 Database Management and Visualization (4 credits)
- BUAD 5122 Machine Learning I (4 credits)
- BUAD 5132 Machine Learning II (4 credits)
- BUAD 5092 Optimization and Heuristics (4 credits)
- BUAD 5802 Artificial Intelligence (4 credits)
- BUAD 5762 Business Analytics Capstone Project (4 credits)

**Are you ready to transform
business outcomes by telling
a compelling story with data?**

To learn more about the Online MSBA from William & Mary, contact an Admissions Advisor at 844-234-4075.