THE ONLINE MASTER OF SCIENCE IN BUSINESS ANALYTICS FROM WILLIAM & MARY

William & Mary's Online Master of Science in Business Analytics (MSBA) program helps prepare 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 best to present analytical findings to convince managers to follow their recommendations.

Our intensive 32-credit-hour curriculum helps teach you the requisite analytic expertise to work with big data sets, such as machine learning and artificial intelligence, and to solve complex problems with 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.

Online Program Structure

- 2 pre-program courses
- 2 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**

Program Benefits

- Earn a respected, AACSB-accredited graduate degree that emphasizes real-world business applications
- Fine-tune your expertise through case studies focused on real companies, problem sets based on issues in modern business, and the application of contemporary business analytics software
- 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

Admissions Requirements

- Completed online application, including:
  - Official academic transcripts
  - One professional reference
  - One 300-word personal statement
- A bachelor's degree from a regionally accredited university with a GPA of 3.0 or higher (on a 4.0 scale)
- Proof of English language proficiency (for non-U.S. citizens)
- Schedule a personal Admission Interview
  - Qualified applicants who have submitted and completed their application may be invited to schedule a personal admission interview via video conference or telephone. Applicants who exceed certain admissions standards may be eligible to waive the personal admission interview

*At the discretion of the university, candidates can be granted a waiver for the two 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.

Curriculum

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

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 Databases and Data Warehouses for Business Intelligence (4 credits)
- BUAD 5122 Machine Learning and Predictive Analytics (4 credits)
- BUAD 5092 Optimization and Prescriptive Analytics (4 credits)
- BUAD 5132 Big Data and Cloud Computing Technologies (4 credits)
- BUAD 5802 Artificial Intelligence Applications for Business (4 credits)
- BUAD 5762 Capstone Project (4 credits)

2 required pre-program courses

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

2 prerequisite courses, which can be waived for qualified applicants

- BUAD 512A Probability and Statistics with R (4 credits)
- BUAD 512B Business Modeling with Python

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 outreach advisor at 844-234-4075.

William & Mary
Raymond A. Mason School of Business