PROGRAM DETAILS

PROGRAM STRUCTURE
15 MONTHS*

• 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*

*Students who are required to complete the prerequisite courses can graduate in as few as 18 months.
**At the discretion of the university, candidates can be granted a waiver for the four prerequisites based on successful completion of prior coursework.

ADMISSIONS REQUIREMENTS

• Online application form and $100 application fee
• Official academic transcripts
• Bachelor’s degree from an accredited university with a GPA of 3.0 or higher (on a 4.0 scale)
• 2 letters of recommendation
• Personal essay
• Resume showing at least two years of professional work experience OR the ability to prove business acumen through specific coursework
• GRE/GMAT Score Reports (a waiver may be available for qualified applicants)
• Admissions interview (conducted in person, online or via telephone after an initial review of applications)
• Proof of English language proficiency TOEFL or IELTS scores) for non-U.S. citizens

OVERVIEW

William & Mary’s Online Master of Science in Business Analytics (OMSBA) program helps ready you to enter the high-growth, high-impact field of data science. In our fast-paced, rigorous program, students learn to apply various methodologies to practical business problems and how 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 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.
APPLICATION FEE WAIVERS

Fee waivers may be available for qualified applicants, including military candidates, volunteers in humanitarian organizations or priority applicants.

GMAT WAIVER

Applicants may request a waiver of the GMAT or GRE if they qualify academically or professionally. Waivers are not guaranteed and are considered on a case-by-case basis.

CURRICULUM

Designed to maximize a student’s skill set in data science, William & Mary’s Online Master’s in Business Analytics program challenges students to immerse themselves in the language of data to develop their analytical fluency in a business context.

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

- 2 required pre-program courses
- 4 prerequisite courses, which can be waived for qualified applicants
- 8 core courses, worth a total of 32 credits:
  - Competing Through Business Analytics (4 credits)
  - Probability and Statistics for Business Analytics (4 credits)
  - Database Management and Visualization (4 credits)
  - Machine Learning I (4 credits)
  - Machine Learning II (4 credits)
  - Optimization and Heuristics (4 credits)
  - Artificial Intelligence (4 credits)
  - Business Analytics Capstone Project (4 credits)

For more information about the Online MSBA, please contact an Admissions Advisor at onlinemsba@wm.edu.