



# Charles F. Dolan School of Business

## Master of Science in Business Analytics

### Program Overview

The practice of Business Analytics is defined as continuous interactive exploration and investigation of business performance to gain insight and drive action by using data and statistical methods. Many industries are in need of professionals who can take on positions of responsibility for collecting, analyzing, and interpreting data in order to drive business strategy.

The Master of Science in Business Analytics (MSBA) program develops students' critical skills in data and model-driven management decision-making in the context of a company's strategic vision. The program begins each year in September and is designed to be completed either in one year's time (full-time) or over two years (part-time). Students may opt to use their elective courses to earn a specialization that is tailored to their career interests. Specializations include Marketing Analytics, Healthcare, and, for those who have an undergraduate degree in Accounting or the equivalent, Accounting.

### Coursework

The curriculum includes 30 credits of coursework consisting of 10, three-credit courses (seven required courses and three electives). Students are strongly encouraged to use the three electives to specialize in a specific area such as marketing or finance. It is possible to receive a marketing analytics concentration within the MSBA degree.

### Prerequisite Courses (6 Credits)

- Applied Business Statistics
- Business Operations

### Required Courses (21 Credits)

- Python for Business Analytics
- Databases for Business Analytics
- Business Forecasting and Predictive Analytics
- Business Model Optimization
- Business Intelligence
- Data Mining
- Capstone: Business Analytics Applications

### Elective Courses (9 Credits)

- Marketing Analytics Specialization
- Accounting Specialization
- Healthcare Specialization

### Admission Requirements

Applicants must hold a bachelor's degree or MBA from a regionally accredited college or university (or the international equivalent) and have adequate background in the areas of College Math (preferably Calculus) and Statistics.

### Admission Process

Applications to the graduate program are accepted on a rolling basis and require the following:

- A completed online graduate application at [ga.fairfield.edu/apply](https://ga.fairfield.edu/apply)
- A non-refundable \$60 application fee
- A professional resume
- A personal statement approximately one page including reasons for pursuing the program and career objectives
- Official transcripts from all universities and colleges attended. (All foreign transcripts must be evaluated by an approved evaluating service)
- Two letters of recommendation
- Official score for the Graduate Management Admission Test (GMAT). The Graduate Record Examinations (GRE) can be substituted for the GMAT. For information regarding our GMAT/GRE waiver policy, please contact Rev. Gregory Konz, S.J. at [gkonz@fairfield.edu](mailto:gkonz@fairfield.edu)
- All international students whose native language is not English must demonstrate proficiency in the English language by taking either the TOEFL or IELTS exam. A TOEFL composite score of 80 or an IELTS score of 6.5 is strongly recommended.

For more information, please contact **Interim Assistant Dean of Graduate Programs, Rev. Gregory Konz, S.J.**, at [gkonz@fairfield.edu](mailto:gkonz@fairfield.edu) or 203-254-4000, ext. 3219, or **Program Director Philip Maymin, PhD**, at [pmaymin@fairfield.edu](mailto:pmaymin@fairfield.edu) or 203-254-4000, ext. 3052.

Visit [fairfield.edu/dolan](https://fairfield.edu/dolan) to learn more.

# Charles F. Dolan School of Business Graduate Programs Rank Among the Best in the Nation

Guided by Jesuit mission emphasizing social responsibility and justice, the Dolan School of Business aims to develop ethical leaders with a global mindset.

## Open For Business: New, Fully-Modernized Academic Building

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- FactSet terminals in new Finance Lab
- The Patrick J. Waide Center for Applied Ethics
- Dedicated graduate student lounge

**95% of Dolan graduate students are employed within six months of graduation.**

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<p><b>TOP 10</b></p> <p><b>Best Colleges for Business Majors</b></p> <p><i>Money Magazine</i></p>	<p><b>#19</b></p> <p><b>Graduate Finance</b></p> <p><i>U.S. News &amp; World Report</i></p>
<p><b>#14</b></p> <p><b>Graduate Marketing</b></p> <p><i>U.S. News &amp; World Report</i></p>	<p>Among the Best in the Country</p> <p><b>MBA</b></p> <p><i>The Princeton Review</i></p>
<p><b>#15</b></p> <p><b>Graduate Business Analytics</b></p> <p><i>U.S. News &amp; World Report</i> 2018</p>	<p><b>#20</b></p> <p><b>Graduate Accounting</b></p> <p><i>U.S. News &amp; World Report</i></p>
<p><b>#1</b></p> <p><b>Accounting in Connecticut</b></p> <p><i>The Accounting Path</i></p>	<p><b>#2</b></p> <p><b>Part-Time MBA in Connecticut</b></p> <p><i>U.S. News &amp; World Report</i></p>



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