PROGRAM DESCRIPTION
Fairfield's master of science in business analytics focuses on developing new insights and understanding of business performance based on data and statistical methods, attributes increasingly in demand in a variety of industries. This 30-credit program is designed with special emphasis on database management and business intelligence, providing students with the tools they need for collecting, analyzing and interpreting information in order to make sound strategic business decisions and drive successful business planning.

Flexible, affordable and convenient, the master's program offers vital connections to Fairfield County's rich array of top corporations, as well as a desirable hybrid of both on-campus and online course options with the busy professional in mind. Fairfield's Jesuit tradition means students will gain career-ready competencies in a socially responsible and aware environment.

COURSE OF STUDY
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 3 electives to specialize in a specific area, such as marketing or finance. It is possible to receive a marketing analytics concentration within the MS BA degree.

REQUIRED COURSES
• QA 400 Applied Business Statistics
• OM 400 Operations and Supply Chain Management
• IS 585 Database Systems for Business Analytics
• QA 500 Business Forecasting and Predictive Analytics
• OM 500 Introduction to Business Analytics
• IS 540 Data Mining and Business Intelligence
• IS 550 Business Analytics and Big Data Management

ELECTIVE COURSES
• MK 520 Marketing Research
• IS 520 Project Management
• IS 585 Contemporary Topics in Information Systems & Business Analytics
• A graduate-level math course
• Up to 3 graduate courses in a specific field of business
  (based on consultation with the Director of Graduate Programs)

MARKETING ANALYTICS CONCENTRATION
• MK 520 Marketing Research
• MK 580 Multivariate Data Analysis for Decision Making
• MK 590 Experimental Research OR
• MK 585 Retail Analytics

GRADUATE PROGRAM DIRECTOR
Mark Ligas, Ph.D.
Phone: 203-254-4000 ext. 2843
E-mail: mligas@fairfield.edu

Dr. Ligas is the Associate Dean and Director of the Dolan School of Business graduate programs. He is available to answer any specific questions you have about our business programs, discuss/develop a program of study for you or to schedule an advising appointment.

For a complete faculty listing, see www.fairfield.edu/dsbfaculty.

ADMISSION REQUIREMENTS
Applicants for a master's degree 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)
• Statistics

Applicants lacking proper education in these areas will need to take preparatory courses in addition to the main coursework. These courses can be taken at Fairfield University. For more information please contact the Graduate Program Director.

FORMAL ADMISSION PROCESS
Applications to the graduate program are accepted on a rolling basis. Applications are reviewed by the Graduate Admission Committee. Students seeking admission must complete and submit the following online:
1. A completed application.
   (Apply online at www.fairfield.edu/dsbapp)
2. A non-refundable $60 application fee.
3. A professional résumé.
5. Official transcripts from all universities/colleges attended.
   (For official foreign transcripts, it may be possible for Fairfield to evaluate one that is in English. If not, the applicant will be asked to have the transcript evaluated by an approved evaluating service. A list of approved evaluators is available at www.fairfield.edu/eval.)
6. Two references completed online; one recommendation from a faculty member and one from a present or former employer is preferred.

7. Official score for the Graduate Management Admission Test (GMAT) www.gmat.com. The GRE can be substituted for the GMAT.

8. All international students whose native language is not English must demonstrate proficiency in the English language by taking either TOEFL or IELTS exams.

For admission to the graduate school, a TOEFL composite score of 550 for the paper test, 213 for the computer-based test, 80 on the internet-based test or an IELTS score of 6.5 is strongly recommended. Scores must be sent directly from the Educational Testing Service (TOEFL) or www.IELTS.org. Fairfield's ETS code is 3390.

Submit transcripts and any other documents that cannot be uploaded to:

Committee on Graduate Admission
Dolan School of Business
Fairfield University
1073 North Benson Road
Fairfield, CT 06824

The School generally admits graduate students who meet the minimum criteria of a formula score of 1100. The formula score is the result of multiplying an applicant’s grade point average (GPA) by 200 and adding that product to his or her GMAT score. In most cases, this requires an undergraduate GPA of at least 3.00 accompanied by a GMAT score of at least 500.

MANDATORY IMMUNIZATIONS

Connecticut State Law requires each full-time or matriculated student to provide proof of immunity or screening against measles, mumps, rubella, varicella (chicken pox), meningitis and tuberculosis. Certain exemptions based on age and housing status apply. Matriculating students are defined as those enrolled in a degree seeking program. More detailed information and the required downloadable forms are available online at www.fairfield.edu/immunization. Completed forms should be submitted directly to the Student Health Center.

Although this is not required to complete an application, you must provide proof of immunity/screening prior to course registration. Please consult your private health care provider to obtain the necessary immunizations. Questions may be directed to the Student Health Center: 203-254-4000 ext. 2241 or e-mail health@fairfield.edu.

TUITION/FINANCIAL AID

Academic Year 2016/2017
Tuition: $875 per credit hour

A graduate education can provide countless professional and personal rewards in the future. However, the costs associated with earning a master’s degree may be challenging. Many students need to look beyond their own financial resources or the resources of their employer for assistance. There are many ways to finance a graduate education, including graduate assistantships, federal direct loan programs and our Veterans Pride Program, which are all discussed at www.fairfield.edu/gradfa.

DOLAN SCHOOL OF BUSINESS GRADUATE ENTRANCE SCHOLARSHIPS

Full-time graduate students in the School of Business are eligible for a limited number of entrance scholarships. These one-time awards are applied to the first semester of study. Given their competitive nature, it is best to apply early to be considered for these awards.

OFFICE OF FINANCIAL AID

Advisors from the Office of Financial Aid are committed to helping students find the options that best suit each of their needs. We encourage all Fairfield University graduate students to contact the Financial Aid office with any questions or to make an appointment to speak with a counselor.

FINANCIAL AID CONTACT INFORMATION
Phone: 203-254-4125
Fax: 203-254-4008
E-mail: finaid@fairfield.edu

FINANCIAL AID OFFICE OPERATIONS
Days: Monday-Friday
Hours: 8:30 a.m.-4:30 p.m.
Location: Aloysius P. Kelley, S.J. Administrative Center

MORE INFORMATION

ADMISSION QUESTIONS
Questions about the application process should be directed to the Office of Graduate Admission.
Phone: 203-254-4184
Fax: 203-254-4073
E-mail: gradadmis@fairfield.edu

OFFICE OPERATIONS
Days: Monday-Friday
Hours: 8:30 a.m.-4:30 p.m.
Location: Aloysius P. Kelley, S.J. Administrative Center

DOLAN SCHOOL OF BUSINESS WEBSITE

www.fairfield.edu/mba

ONLINE CATALOG

For detailed course descriptions and other University information, please refer to our online catalog www.fairfield.edu/catalogs.

COURSE SCHEDULES

www.fairfield.edu/dsb_schedule