

## BusinessAnalytics@Syracuse

Delivered online by the Martin J. Whitman School of Management at Syracuse University, BusinessAnalytics@Syracuse helps data-driven thinkers develop or sharpen their ability to interpret complex data and guide their organizations in making more informed and actionable decisions.



### Curriculum Overview

Through an action-oriented online learning format, students develop and hone their expertise in areas such as predictive analytics, data modeling and information systems. Students also build the communication skills necessary to help businesses interpret data and make strategic decisions.

Students are able to tailor their education to their own unique goals through a series of electives in addition to completing the following core classes:

- Data Analysis and Decision Making
- Business Analytics
- Accounting Analytics
- Financial Analytics
- Marketing Analytics
- Principles of Management Science

### Industry Demand

The need for data-literate professionals with solid analytical skills has never been greater. In 2019 the Graduate Management Admission Council (GMAC) asked employers about the job functions they were looking to fill with business school graduates, and analytics was among the top three in the United States.<sup>1</sup> GMAC also reported that graduates of data analytics master's programs are the top talent sought by employers in the consulting, finance and accounting, and health care industries.

<sup>1</sup>Graduate Management Admissions Council (GMAC), *Corporate Recruiters Survey Report 2019*. (Retrieved June 2020) GMAC survey results are representative of alumni from a variety of program types, including full-time, executive, part-time and online MBA programs.

### Class Start Dates

January, April, July, October

### GMAT Waiver Policy

Applicants may be eligible for a GMAT waiver if they have at least one year of professional work experience and either an undergraduate GPA of 3.0 or above or a master's in any field.

**36 Credits to Complete**

## A Flexible Program Structure

With classes and coursework delivered in a dynamic online format, BusinessAnalytics@Syracuse allows students to

- schedule courses around a full-time work schedule,
- live anywhere or continue traveling for work, and
- complete a degree in as few as 18 months.

## A Top-Quality, Data-Focused Education

BusinessAnalytics@Syracuse students develop critical data competency through an intensive, highly collaborative learning format. You can be confident your employees are receiving a world-class education thanks to elements such as

- small classes, averaging 15 students, led by Syracuse faculty;
- connecting with professors during live office hours;
- dynamic coursework, including case studies and interactive assignments; and
- collaboration with classmates both in and out of the classroom.

## ROI for Your Company

In addition to helping your employees develop new functional skills, providing financial support offers a number of short- and long-term benefits for your organization:

- The BusinessAnalytics@Syracuse curriculum places a unique focus on helping students communicate complex data throughout their organization to drive better business decisions.
- Because employees can attend BusinessAnalytics@Syracuse while working full time, they will be able to put their new skills to use immediately in their day-to-day work functions.
- Offering tuition benefits can help attract new, high-caliber candidates to your company, and provide an incentive for employees to remain with your company for a longer period of time.
- Your employees will network with fellow students in a variety of industries and understand the best practices being employed for business problems similar to the ones you face.

We also invite you to join us for a live online information session during which you will meet faculty and aspiring students face to face, experience the online learning platform firsthand, and learn more about the program. You can view upcoming information sessions on the [events page](#) of our website.