

Same Degree.

Study On-Campus
or Online.

RIT

Saunders
College of
Business

GENERATE INSIGHT & BOOST PROFIT

Master of Science in Business Analytics

Today's businesses collect an incredible amount of data from nearly every customer touchpoint, from point-of-sale transactions, customer service interactions, social media feedback, search engine entries, market research activities, sales data, demographic information, and more. Gain control of big data to deliver robust analytics solutions to help companies make better business decisions.

Delivered by the **#2 in New York State ranked management information systems (MIS)** faculty. Apply tools used by data scientists, including **VBA, R, Python, Tableau, Matlab, SAS and SQL**. Put more advanced tools such as machine learning and blockchain technology to work. Lead data strategy, data collection, data analysis, and data visualization efforts to enhance business leaders' decision-making.

STEM-OPT Visa Eligible

Business +
Technology
Unlocked

INNOVATION

CONNECTIONS

EXPERIENCE

PASSIONS

Business Analytics, MS

Rochester Institute of Technology

From the Director



Manlu Liu, Ph.D.

“At the intersection of business and data science, business analytics offers new opportunities for a competitive advantage. Our master’s in business analytics program helps students to gain the data analytics and business fundamentals to excel in high-demand markets. The discipline-focused analytics courses prepare students to hit the ground running in their chosen industry. Our strong alumni network helps firmly position our students for placement in this fastest-growing field.”

Job Titles

- > Business intelligence analyst
- > Business data analyst
- > Credit risk analyst
- > Web analytics specialist
- > Economic analyst
- > Data analytics manager
- > Cost analyst
- > Digital analyst

Outcomes

Best Business Schools

The Princeton Review, 2022



Digital Excellence

Learn from the best at RIT, known for excellence in computer sciences and nationally ranked in MIS by *College Factual*. Access the latest software through the Skalsky Business Analytics Lab and Bloomberg terminals.

Built-In, Discipline-Specific Analytics Courses

Acquire broad-based and in-depth training in multiple disciplines related to business analytics, including MIS, marketing, accounting, finance, management and engineering.

Built-In, Advanced Certificate

Students may take additional coursework to receive the advanced certificate of accounting and financial analytics.

Offered On-Campus or Online

Complete the program on-campus or online. Both formats share the exact same curriculum, ensuring all students get the RIT Edge in technology and the same faculty that rank #2 in New York State for MIS.

F-1 OPT STEM 24-Month Work Extension

International students qualify to apply for (on-campus program only) a 24-month work extension to their Optional Practical Training (OPT) period, allowing for up to three years of work in the United States.

rit.edu/business/stem-opt

Financial Aid and Generous Scholarships are Available

Admissions Contact

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Call 585-475-6916
2022-07

rit.edu/business/ms-ba

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Keep in touch.