



## William & Mary MSBA Program Guide

Thank you for your interest in the specialized business programs at William & Mary's School of Business. Our **Master of Science in Business Analytics** is ideal for ambitious leaders who want to achieve their professional goals more quickly. Learn how we can fast-track your career success through a results-oriented “*get in, get out, get hired*” approach to education.

### Nine-Month MSBA

#### Be Part of the Big Data Revolution

The **full-time residential MSBA** is one of the few programs in the country that prepares students to be expert data scientists as well as highly capable business strategists. This gives our graduates an immediate advantage in a field where job openings are projected to rise 19% by the year 2026, and the market can expect approximately 5,400 new jobs to be created.

In our accelerated, STEM-designated program, business context is taught first, followed by a critical look at technical analytic applications, and then culminates with a capstone project where real business problems will be analyzed and solved. Our MSBA alumni are consultants, data analysts and data scientists at some of the top organizations in the world, including Amazon Web Services, NASA, KPMG, Deloitte, IBM, EY, Red Hat, Red Box, Salesforce, Tableau, Accenture, Celonis and more.



*“What really distinguishes this MSBA program from others is that fellow students are from diverse backgrounds. I’m studying alongside music majors, computer scientists, marketing professionals and logisticians.”* – Min Zhao '22



## Program Structure

Two Traditional Semesters  
Full-Time: 30 Credit Hours  
Fall Semester Entry

## Focus Areas

Business Acumen & Communication · Programming Skills · Math Modeling  
· Machine Learning & AI · Live Data Consultancy

### Class Profile

85

Total Students

42%

Female

26%

Students of Color

72%

Business &  
Economics Majors

93.4%

Job Placement  
within Three Months  
of Graduation



*"William & Mary's goal is to create hands-on analysts or scientists who work directly with the data to understand its implications in a business context."* – Gio DeFrank '22



## Join a Learning Community Dedicated to Your Success

Everything you need to accomplish your goals in the business world is waiting for you at William & Mary. This includes access to top-ranked faculty, a network of business leaders from over 30 different industries through our extensive alumni network, and personalized development support via our [Graduate Career Management Center](#).

If you have any questions about our programs, please give us a call at 757-221-2900 or [send us an email](#) – you'll find that prompt and personal attention is just one more example of how we will go out of the way in providing an exceptional educational experience.

**Ready to apply?** Simply [access our application](#) today. You will automatically be considered for merit-based scholarships and leadership awards upon admission to the program. We would welcome the opportunity to have you as a member of the Tribe family!

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FOR LEARNING

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#10 BEST COLLEGES:  
TOP PUBLIC SCHOOLS

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BEST PROFESSORS



William & Mary  
Raymond A. Mason School of Business

