Businesses are awash in data—creating a growing need for professionals who can turn that information into profitable decisions. The MS in Business Analytics program at the Gabelli School of Business prepares students to apply leading-edge models, methods, and tools to data in ways that help companies to clearly see the road ahead. Electives in Artificial Intelligence and Deep Machine Learning help students carve out a competitive niche through this professional program.

**APPLIED AND EXPERIENTIAL LEARNING**
- March Data Crunch Madness competition
- Research-focused Design Lab
- Curriculum collaboration with industry advisors and alumni
- Coursework and supplementary workshops in latest software, including Python, Tableau, Spotfire, SPSS, and SAS
- Elective courses available in fintech, blockchain, sports analytics, and more

**EXTRACURRICULAR ENGAGEMENT**
- The Fordham Business Analytics Society connects students with analytics industry leaders, and offers educational resources through special events and initiatives.
- The Fordham Digital Business Society aims to create a professional network of students, faculty, and businesses in the field, as well as to inform students of the latest trends.
- The Fordham FinTech Network (FIN) involves and connects Fordham students with the fintech industry and its professionals in a learning and professional environment.
- Research Center: The Center for Digital Transformation

**RECENT EMPLOYERS OF MSBA GRADUATES**
Aetna, Amazon, AXA Advisors, LLC, Booz Allen Hamilton, Cognizant, Deloitte, EY, Facebook, Goldman Sachs, IBM, JPMorgan Chase, McKinsey Consulting, Morgan Stanley, PwC, TD Ameritrade

**CAREER PATHS**
Analytics Consultant, Big Data Analyst, Data Scientist, Data Warehousing Architect, Information Assurance Specialist, Predictive Modeler, Risk Analyst

**ALUMNI PERSPECTIVE**
“The MSBA program is cutting-edge and gave me the opportunity to work on a project with the UN. As the VP of international students, I became a confident leader, which helped me stand out in the analytics field.”

**JENNY (ZEYANG) GONG, MSBA ’17**
Senior Associate, Data Science, Programmatic Buying Unit, GroupM