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
- Coursework and supplementary workshops in latest software, including Python, Tableau, Spotfire, SPSS, and SAS
- Elective courses available in fintech, blockchain, sports analytics, and more
- Curriculum collaboration with industry advisors and alumni

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

THE MS IN BUSINESS ANALYTICS PROGRAM FOCUSES ON:
- Analytics for managers
- Deep machine learning
- Artificial intelligence
- Risk analytics
- Big data analytics
- Text analytics
- Data mining
- Web analytics