



MASTER OF
BUSINESS
ANALYTICS

The best business leaders don't just use data, they lead with it. Data that drives business decisions requires more skill and insight from leaders than ever before. That's why those with the expertise to make sense of complex data — and transform it into real results — set both themselves and their organizations up for success.

The Michigan Ross Master of Business Analytics (MBA) Program readies you to be the impactful, data-driven leader today's businesses demand. Our action-based curriculum provides a rigorous foundation in both business fundamentals and data analytics, preparing you to lead in fields like data engineering, data architecture, and machine learning. Cross-functional electives offer the opportunity to explore speciality areas like fintech and biotech, while co-curricular activities give you the ability to develop your unique leadership style.

With the power of a Michigan Ross Master of Business Analytics degree, when it's your time to lead with data...

YOU'LL BE READY.



INTERNATIONAL STUDENTS CAN
HOLD UP TO 36 MONTHS OF
POST-COMPLETION OPTIONAL
PRACTICAL TRAINING



READY TO LEARN FROM THE LEADERS AND BEST

When you “Go Blue” with Michigan Ross, you’ll join a community of exceptionally talented and collaborative individuals who will push you to be your best, while offering support along the way. Learn from your classmates’ diverse perspectives, and be inspired by their commitment to action. Through campus groups and electives courses, you’ll have the opportunity to network with students in our other top-ranked, one-year master’s programs, as well as our MBA programs.

MEET THE CLASS OF 2022

- 52** > Students
- 41%** > Women
- 3.57** > Average Undergraduate GPA
- 63%** > International
- 28** > Undergraduate Institutions Represented

TOP UNDERGRADUATE MAJORS

Business: **13%**
Data Sciences: **6%**
Economics: **19%**
Engineering: **13%**
Finance: **13%**
Other: **30%**

SEE YOURSELF HERE

The Michigan Ross MBAn program is designed for ambitious, high-performing students who love solving data-driven problems. If the following sounds a lot like you, we encourage you to apply.

- > High-achieving, recent college graduate
- > Are comfortable with complex data and ambiguity
- > Exhibit a tendency to solve problems and offer solutions
 - > Aspire to lead in an area of business about which you are passionate



GROW YOUR NETWORK

There are plenty of ways to get involved and connect with peers outside of the classroom.

- > Join one of our graduate student clubs
- > Lead in student groups like the One-Year Master’s Council
- > Pursue a passion project through our centers, institutes, and initiatives
- > Participate in case competitions and leadership building activities with peers

Who you know!

READY TO AMPLIFY YOUR CAREER OPPORTUNITIES

Devising a strategy and nailing the details is critical to finding your ideal job. From day one, your career coach is dedicated to your job search success. Career search activities specific to the business analytics job seeker are strategically woven throughout the program. Refine your elevator pitch, resume, networking skills, and interview techniques while you learn how to identify and connect with potential employers.

CAREER PATHWAYS

With the support of your dedicated career coach, peer coaches, and other career-focused graduate clubs, you'll be ready to recruit for a variety of business analytics roles, including those in data analytics, data architecture, and business intelligence analytics.

BENEFIT FROM FOCUSED CAREER SUPPORT

- > Career Exploration Activities
- > Hands-On Workshops
- > Staff and Peer Coaching
- > Career Clubs

2000+

Hiring companies recruit with Michigan Ross each year.



"the moment when..."

YOU KNEW MICHIGAN ROSS WAS THE PLACE FOR YOU

"I am excited to utilize all of the excellent resources at Ross and be able to engage with like-minded students passionate about the same subject."

NATALIE LOBO // MBA '23

READY TO SHARPEN YOUR SKILLS

Benefit from rigorous coursework that strategically combines data analytics and business fundamentals. Take data-oriented courses like Predictive Analytics right alongside business-oriented courses like Decision Strategies for a comprehensive understanding of the business analytics discipline. Our action-based approach to learning means you'll have opportunities throughout the program to apply concepts taught in the classroom to actual business scenarios.

CORE CURRICULUM

- › Intro to Data Programming
- › Business Immersion
- › Data Architecture and Acquisition
- › Software Teams and Project Management
- › Advanced Spreadsheets
- › Probability and Statistics
- › Managerial and Financial Accounting
- › Predictive Analytics
- › Decision Strategies
- › Data Exploration and Visualization
- › Unsupervised Learning
- › Causal Inference through Experimentation
- › Prescriptive Analytics

15

DATA-ORIENTED CREDITS

+

14.75

BUSINESS-ORIENTED CREDITS

+

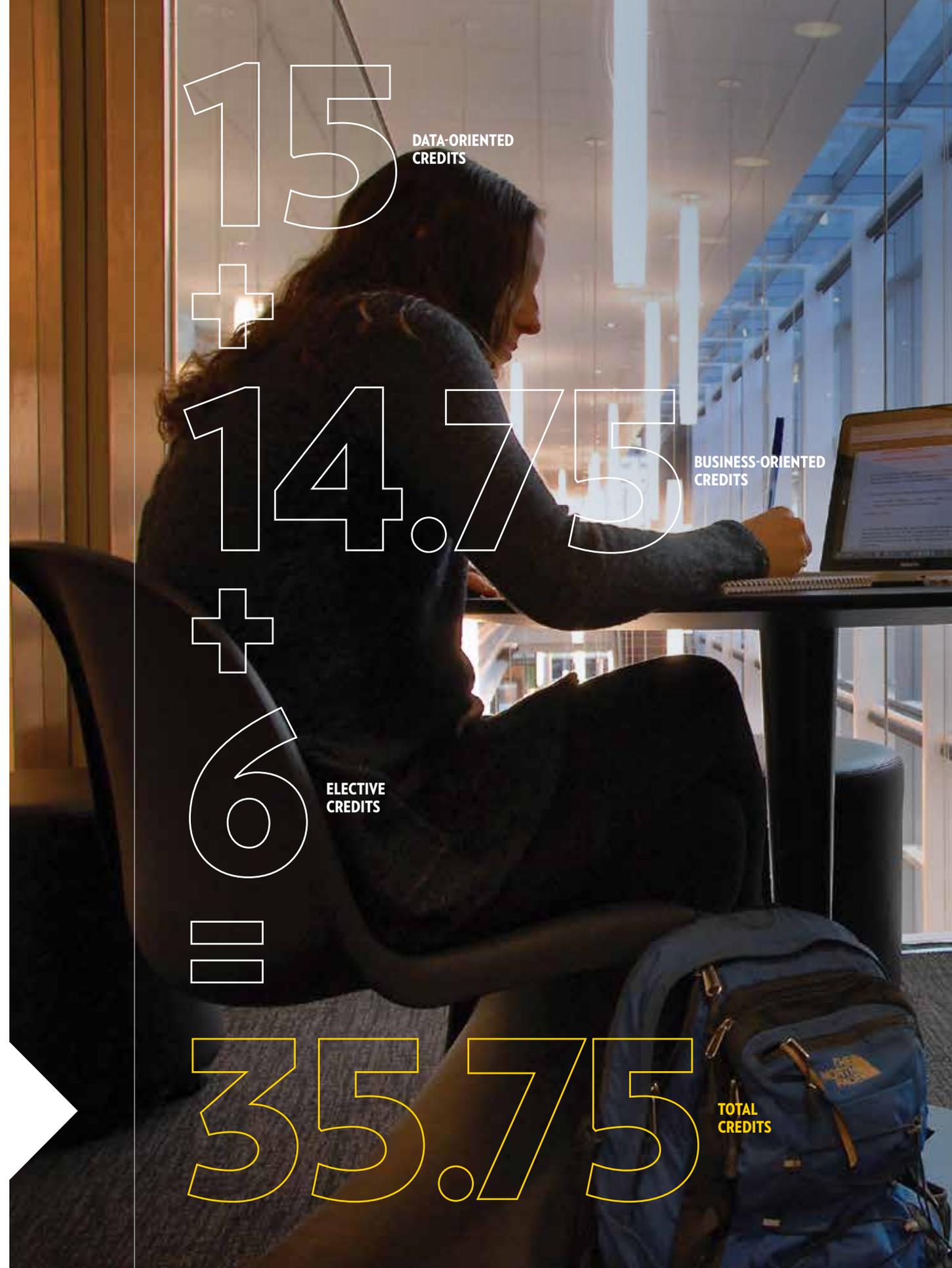
6

ELECTIVE CREDITS

=

35.75

TOTAL CREDITS



READY TO GAIN THE EXPERIENCE RECRUITERS SEEK

The best way to learn business? *Do business.* Michigan Ross is known for its commitment to action-based learning, which means you'll have opportunities at every turn to apply what you've learned in the classroom to real business challenges (and get the kind of first-hand experience recruiters love). In your final semester, you'll bring it all together during the Business Analytics Consulting Studio course, our capstone action-based learning experience.

PREVIOUS MICHIGAN ROSS SPONSORS



BUSINESS ANALYTICS CONSULTING STUDIO

Gain real experience navigating complex business problems and leading through ambiguity. Work with a company on a project in an area that stretches your skill set, or one that aligns with your specific career track. Projects may involve topics like data architecture, business intelligence, or data engineering, among others. Spend time on-site at your sponsor company gathering data, working through concepts, and finalizing your recommendations. Benefit from the ability to develop your professional competencies, collaboration skills, and business acumen.



"the moment when..."

YOU DISCOVER NEW PERSPECTIVES

As a group, even though we are from various backgrounds, be it Finance, Mechanical, Computers, or Business, we will be working alongside each other. And this collaboration and connection with people from all around the globe and diverse backgrounds make this analytics journey so special for me."

AMEY BHILE // MBAn '23

READY TO LEAD THROUGH CHALLENGE

Enter a business plan competition. Tackle complex social challenges. Research and promote positive business practices. Michigan Ross centers, institutes, and initiatives take your passion beyond the classroom through meaningful projects and partnerships. Make a difference by getting involved with the Business+Impact initiative or the Center for Positive Organizations, or kick-start your business idea with help from the Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies.

THE SANGER LEADERSHIP CENTER

Your MBA journey includes access to workshops hosted by the renowned Sanger Leadership Center, which facilitates life-changing experiences that prepare you to navigate tough situations with confidence.

› Business+Impact Challenge

This challenge is an action-based team experience aimed at delivering innovative solutions to a highly visible corporate or nonprofit organization.

› Crisis Challenge

Practice strategizing under pressure and thinking on your feet as you navigate a high-stakes, 24-hour business crisis simulation. Navigate this pressure-cooker experience, and gain valuable takeaways to share in interviews and call upon in the event of a real-life business crisis.

› Legacy Lab

This introspective workshop series helps you to draw out your core values and purpose, enabling you to create your vision for the leadership legacy you'd like to leave behind.

› Story Lab

Develop executive-level presence and impactful communication skills through storytelling workshops and events hosted by Story Lab.



"the moment when..."

**YOU TRANSFORM
YOUR PASSION INTO ACTION**

What excites me most about the program is gaining the necessary tools to be successful in Business Analytics, while still exploring my interests in biotech and envisioning how I will use these skills in that field."

JOHN ORAA // MBA '23



faculty spotlight

Michigan Ross is home to renowned thought leaders and practitioners across a variety of business disciplines.



“

Business is all about trying to make optimal decisions in uncertain situations. The MBAn program is designed to equip you with the analytical thinking tools you need to succeed in the business environment.”

UDAY RAJAN

David B. Hermelin Professor of Business Administration, Professor of Finance



“

The MBAn Program is designed to equip our graduates with tools and knowledge that give them competitive advantages in pursuing a career in business analytics. Students will not only learn about analytical tools but how to apply them effectively in a variety of business contexts through the use of classroom examples, cases, and an action-based learning project. We also expect our students to be great communicators of insights drawn from data and great collaborators in cross-functional teams.”

ANOCHA ARIBARG

Associate Professor of Marketing



#3

TOP NEW U.S. TECH HUBS

- BLOOMBERG
2019

#1

**MOST EDUCATED CITY
IN AMERICA**

- WALLETHUB
2020

110

**GRADUATE PROGRAMS
IN THE TOP 10**

- U.S. NEWS & WORLD REPORT
2021

#1

**UNIVERSITY OF MICHIGAN IS THE
TOP U.S. PUBLIC UNIVERSITY**

- QS WORLD UNIVERSITY RANKINGS
2020

#1

**BEST COLLEGE TOWN
IN AMERICA**

- WALLETHUB
2021

**TOP
10**

**MOST INNOVATIVE CITIES
IN THE U.S.**

- USA TODAY
2018

#9

**MOST INNOVATIVE METRO
AREA IN THE U.S.**

- VERIZON
2019

#2

TOP 100 PLACES TO LIVE

- LIVABILITY
2021

A²

READY TO MAKE ANN ARBOR HOME

Find yourself right at home in Ann Arbor, a city rich with entrepreneurial spirit, creative energy, and multicultural influence. Named one of the best places to live in the United States, Ann Arbor offers plenty of ways to spend time outside of class — whether it's exploring our international restaurant scene, attending a performing arts show, enjoying a football game at "The Big House" (the country's largest football stadium), or staying active outdoors at one of the city's scenic spots.

READY TO JOIN A NETWORK FOR LIFE

Every leader needs a support system, and as an MBAn alum, you'll gain one of the largest in the world. The Michigan Block M is one of the most recognized symbols in higher education, and a "Go Blue!" at the end of an email to an alum pretty much guarantees a response.

Go Blue!

55,000+

MICHIGAN ROSS ALUMNI LIVE IN 104 COUNTRIES

645,000+

U-M ALUMNI AROUND THE WORLD

**OUR COMMITMENT
TO YOU LASTS A LIFETIME**

AS A MICHIGAN ROSS ALUM, YOU CAN TAKE PART IN OUR ONE-OF-A-KIND ALUMNI ADVANTAGE PROGRAM, WHICH INCLUDES TUITION-FREE OPEN ENROLLMENT EXECUTIVE EDUCATION FOR LIFE.

WE WANT TO HEAR FROM YOU

GET STARTED

Get Insider Tips

Schedule a one-on-one appointment with our admissions staff or join us for an information session or webinar to learn more about the Master of Business Analytics Program. michiganross.umich.edu/MBAn/info

Program Length

June–April (summer start only)

APPLICATION DEADLINES

- › Round 1: Sep. 2, 2022
- › Round 2: Nov. 4, 2022
- › Round 3: Jan. 6, 2023
- › Round 4: Feb. 17, 2023
- › Round 5: Mar. 31, 2023

QUANTITATIVE PREREQUISITE

Bachelor's degree related to business or STEM

APPLICATION MATERIALS

- › Current, one-page professional resume
- › GMAT or GRE score (waived with a cumulative GPA of 3.3 or higher)
- › International students only: TOEFL score (min. 100) or IELTS (min. 7)
- › All university transcript(s); applicants with a degree from a non-U.S. institution must submit a WES evaluation
- › Three essays
- › Two recommendation forms
- › Nonrefundable application fee
- › Interview (invitation only)

Scholarships

Michigan Ross offers numerous merit- and need-based scholarships. Interested students must complete the scholarship section of their graduate application. Please note that scholarship responses have no bearing on admissions decisions.



EXPLORE OUR TOP-RANKED PROGRAMS

At Michigan Ross, you can pursue the degree that fits your career goals and interests. We offer a suite of programs — nearly all of which have landed on top-5 and top-10 lists in the U.S. We welcome you to explore your options at Michigan Ross:



MASTER OF ACCOUNTING

The Ross MAcc gives you invaluable leadership leverage, regardless of your career path. Our graduates accept positions around the world and have long-term careers in fields ranging from public accounting to management consulting to investment banking.

MASTER OF BUSINESS ANALYTICS

Gain the expertise needed to solve business challenges with complex data through our comprehensive Master of Business Analytics Program. This 10-month program provides ambitious, high-achieving individuals who love solving data-driven problems a foundation in data analytics and business management.



MASTER OF MANAGEMENT

For nonbusiness majors who have completed their undergraduate studies less than two years ago, this 10-month program offers an action-based curriculum, high-impact leadership development, and a dynamic, purposely designed career-search preparation program to power your potential and help you land your ideal job.



MASTER OF SUPPLY CHAIN MANAGEMENT

The supply chain is the central nervous system of any business, whether it's a local startup or global corporation. At Michigan Ross, you'll gain deep, functional supply chain management expertise with the perspective of a general manager through a curriculum informed by top industry executives and world-class faculty.

Transforming business from the inside out.
michiganross.umich.edu/mban

M | MICHIGAN ROSS

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The Regents of the University of Michigan

Jordan B. Acker, Michael J. Behm, Mark J. Bernstein, Paul W. Brown, Sarah Hubbard,
Denise Ilitch, Ron Weiser, Katherine E. White, Mary Sue Coleman (*ex officio*)

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