

Master of Science in Business Analytics (MSBA)

Career Fact Sheet

The MS in Business Analytics program provides curriculum in marketing and customer analytics, operations research and business analytics, in addition, there are aspects of computer science and statistical methods. The ten-month program offers a technical, quantitative, and statistically intensive degree designed to train specialists in turning “big data” into business decisions.

Sample Job Titles:

Consultant, Data Scientist, Data Analyst, Business Analyst, Data Manager, Marketing Analyst, Modeler, Operations Analyst, Product Analyst, Pricing Analyst, Predictive Analyst, Quantitative Analyst

Sample Industry Areas:

Consulting, Consumer Products, Finance, Human Resources, Customer Service, Operations, Healthcare, Marketing, Manufacturing

Who Hires Our Business Analytics Graduates?

Recent graduates have secured roles at the following companies:



Key Job Skills Required:

- Ability to build relationships, collaborate and work with cross functional teams
- Analytical tool experience including, but not limited to: Excel R, SQL, Tableau and Python
- A framework in statistics
- Strong communication skills and the ability to solve problems
- Critical thinking, quantitative, and analysis skills

Frequent Job Tasks:

- Collect and interpret big data through quantitative analysis
- Create models and forecast companies' needs
- Collaborate closely with teams to derive requirements
- Predict, evaluate and inform decisions and provide recommendations to key decision makers
- Present findings to both technical and non-technical audiences
- Develop reports using analytics reporting tools that interface with the database

STEM Designation:

The Leeds MSBA program is a STEM designated degree program that gives international students the benefit of being work eligible for up to three years post-graduation.

Job Search Timeline:

Corporations have varying recruiting timelines and start as early as August. Therefore, we strongly encourage you to set up an appointment with a Graduate Career Management team member soon after orientation concludes to discuss strategy and create an individualized timeline.