THE OHIO STATE UNIVERSITY

SPECIALIZED MASTER IN BUSINESS ANALYTICS

PROGRAM

THE OHIO STATE UNIVERSITY
FISHER COLLEGE OF BUSINESS

fisher.osu.edu/graduate/smb-a

The Science of Business: From Data to Insights and Improved Decisions

Advances in information technology and the digitization of business have created increasing demand for professionals who can effectively harness, interpret and analyze data. A McKinsey Global Institute report predicted a potential shortage of 140,000 to 190,000 workers who possess deep analytical skills in the United States alone by 2018, as well as a shortage of 1.5 million data-savvy managers with analytics skills.

In response to this growing demand, Fisher College of Business has launched a **Specialized Master of Business degree program in Business Analytics (SMB-A)**. The SMB-A program, which leverages Fisher's world-class faculty and rigorous curriculum, is designed to meet the needs of individuals focused on applying the techniques and tools of modern analytics in business.

STEM Designated Degree

Full-Time — or — Part-Time

Blended Learning Model

Hands-on Capstone Project

Our Mission and Learning Goals

Business analytics is the process of transforming data into insights to make better business decisions. The term characterizes fluency in working with and leveraging data, understanding its relevance to business and effectively presenting results. It comprises the exploration of the past, prediction of the future and inference about how best to make effective changes to business practices.

Learn predictive analytics using data-mining techniques and historical data to predict the future and uncover patterns that may not be apparent.

Use reporting and visualization tools to identify interesting patterns, behaviors and trends through descriptive analytics course work.

Apply prescriptive analytics through causal inference and operations research tools (optimization, simulation modeling) to determine which decisions will lead to positive outcomes.

Become a Data-Savvy Manager and a Leader in Business Analytics

Demonstrate fluency in working with data and an understanding of data acquisition and management in organizations to meet specified business objectives.

Conceptualize real-world problems; identify data requirements; engage in rigorous critical thinking; and develop innovative solutions through the application of data analysis methods and techniques.

Demonstrate competence in communicating tractable results and integrated insights that inform organizational decision-making.

Identify and evaluate ethical issues surrounding data and its use in decision making.

SMB-A Program & Curriculum

Fisher's SMB-A equips students with an understanding of the science of data analytics and its implication for business innovation, productivity and growth. The SMB-A program provides students and working professionals with graduate-level knowledge and credentials in business analytics to accelerate their careers or execute a career shift into this growing field.

The program curriculum (full-time or part-time) is composed of 31.5 semester credit hours of coursework, distributed as follows:

10.5 credit hours for business foundation coursework, consisting of four courses:

Statistics and Data Analysis   *Accounting and Financial Analysis*
Managerial Economics   *Leadership and Organizational Behavior*

12 credit hours of course work to learn how to effectively harness, interpret and analyze data:

Data Management   *Predictive Analytics*
Descriptive Analytics   *Prescriptive Analytics*

4.5 credit hours are for the Pre-Capstone and Analytics Management Capstone using actual data from sourced projects or the student's current employer — all under an SMB-A faculty member's supervision. In the Spring Pre-Cap, you'll gain experience managing a Micro-Team as the project lead, gain additional exposure to analytics tools and be well prepared for independent capstone work in the summer.
go.osu.edu/smb-a-capstone

4.5 credit hours of electives from an approved list of analytics-focused or discipline-specific courses.
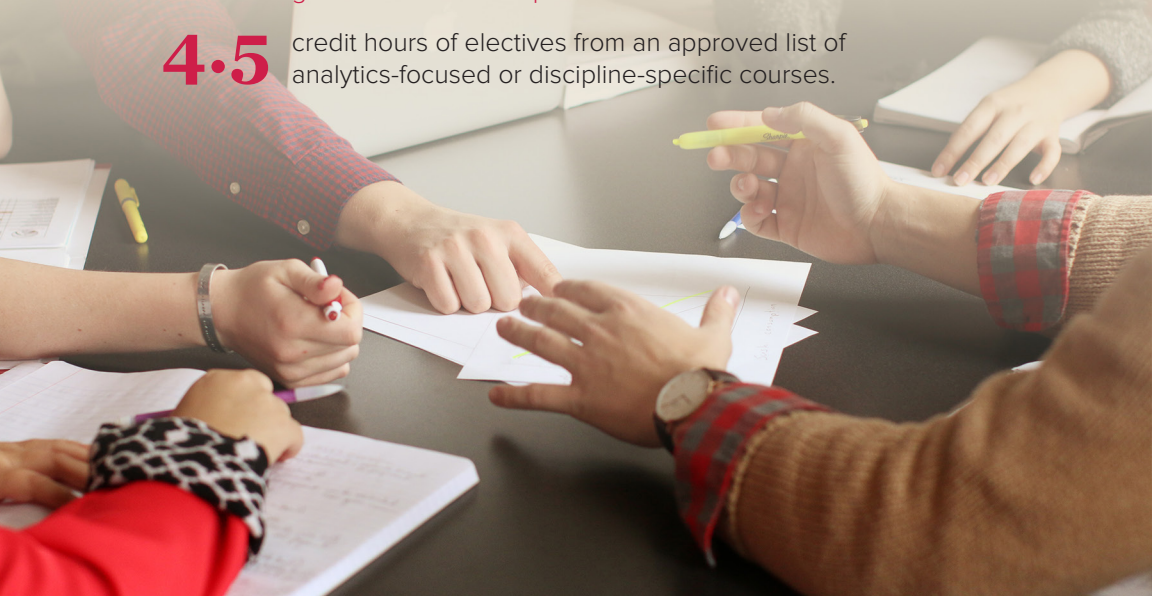
A Saturday-Only, Blended Learning Model

For most, long and unpredictable working hours, or personal obligations, make taking graduate classes challenging. The flexibility of Fisher's blended learning model is the solution.

Unlike traditional evening programs where students can only study on a part-time basis, Fisher's SMB-A program can be taken full-time over two-and-a-half semesters. The program also has a part-time option that's perfect for working professionals. Live classes meet on Saturdays to accommodate busy working professionals, while being accessible to anyone.

The program uses a hybrid course-delivery format, blending a mix of ¾ online asynchronous instruction with ¼ on-campus or live-streaming* class meetings involving in-depth discussion, live demonstrations and explorations of subjects, and hands-on individual and group exercises.

FLEXIBLE

COMPLETE IN AS LITTLE AS 10 MONTHS*

*Part-time option available

75% ONLINE

asynchronous instruction

25% YOU CHOOSE

on-campus or live-streaming instruction

*The 100% online option is intended for students living 50+ miles away from Ohio State's main campus. Contact us to discuss eligibility.

With the blended format, full-time students take approximately two courses at a time, with the delivery of each course spread over three Saturdays during a seven-week term with distance-learning content and support in between. Saturday classes are delivered from 8:30 a.m. to noon and 1:30-5 p.m (in-person or streaming). Essentially, Full-time students take 12 credit hours in the autumn and spring and 7.5 in the summer (below). In contrast, part-time students take half that course load over a longer period of time.

The delivery format and program of study conform to The Ohio State University academic calendar: Classes begin toward the end of August (autumn enrollment only).

10-Month Plan of Study	Autumn Semester		Spring Semester		Summer Semester	
	Term 1 (7 weeks)	Term 2 (7 weeks)	Term 1 (7 weeks)	Term 2 (7 weeks)	Term 1 (8 weeks)	
	Statistics and Data Analysis 3 Credits	Data Management for Analytics 3 Credits	Descriptive Analytics and Visualization 3 Credits	Prescriptive Analytics 3 Credits	Leadership 1.5 Credits	**Analytics Management Capstone** 3 Credits
	Accounting and Finance for Analytics 3 Credits	Managerial Economics 3 Credits	Predicitive Analytics 3 Credits	Pre-Capstone 1.5 Credits	Elective(s) 3 Credits	
				Elective(s) 1.5 Credits		
	Project Initiation		Project Elaboration		Execution & Presentation	

Learn more about the Analytics Management Capstone at go.osu.edu/smb-a-capstone

We Prepare You For Success

Fisher College of Business has a proven record for producing some of the country's most promising graduates and successful professionals. The SMB-A program may be new, but analytics and excellence at Fisher are not. We want to see you succeed. That's why the SMB-A curriculum is deliberately designed to be rigorous, hands-on and fast-paced — because that's what technology and business are like. It's also why we've built a system of support around you, from a dedicated, award-winning faculty chosen for their expertise in academia and business, to relationships with firms across multiple industries, to a team of career consultants focused on helping you advance your career or land your dream job. It's all about preparing you to accelerate your career and make an impact in the field of analytics from Day One.

Focus-R

Many of the core courses in the SMB-A curriculum are taught using the R statistical language. R is used extensively by major players in data analytics, including Google, Amazon and Nationwide Insurance. Become versed in R and write R code for conducting business analytics.

Alumni network

Our alumni network is one of the most extensive in the world. Reaching every corner of the globe, these remarkable business leaders act as mentors and serve as invaluable career resources.

Fisher:
80,000 alumni
50 states
104 countries

Ohio State:
580,000 alumni
157 countries

Career Consultants

A dedicated career consultant from Fisher's Office of Career Management provides one-on-one support beginning in the summer before the start of classes. Our career management consultants help guide you toward your career path. This is an award-winning team with an impeccable record in student career success.

World-Class Faculty

The quality of any program rests on the quality of the faculty. Fisher's world-class faculty share an extraordinary commitment to preparing the next generation of business leaders. They bring with them a wealth of expertise and form a cornerstone of our college, providing unique experiential learning opportunities and maintaining our top-notch reputation for thought-leadership and research. The experience and educational philosophies of our faculty members will contribute significantly to the texture of your Fisher experience, learning and growth. Fisher has several leading analytics scholars, including:

Elliot Bendoly

Elliot Bendoly, is the Fisher College of Business Distinguished Professor in the Department of Management Sciences, and the 2015 OM Distinguished Scholar (Academy of Management). He has also served as Associate Dean of Undergraduate Students and Programs. Prior to joining Fisher, Dr. Bendoly taught at Emory University's Goizueta Business School, where he lead the Information Systems and Operations Management area/department, and held the title of Caldwell Research Fellow.

John Draper

John Draper joins the Department of Management Sciences as a Clinical Assistant Professor. He comes from Ohio State's Department of Statistics, where he served as visiting faculty and taught both graduate and undergraduate courses in statistical theory and application. His teaching experiences at Ohio State also include statistics in business, engineering and sports as well as biostatistics courses for graduate-level students in the College of Public Health and Dentistry.

fisher.osu.edu/faculty-research

Professors Bendoly and Draper serve as the academic co-directors for the SMB-A program. They are joined by dedicated faculty members who are successful researchers and teachers at Ohio State.

Getting Started

1 Create an application account online
Visit: go.osu.edu/graduateapply.

2 Request transcripts
From each institution where you have earned credit.

3 Register for the GMAT or GRE*
Register and study for your preferred standardized test.

4 Register for the TOEFL or IELTS (if applicable)
English requirement for international applicants.

5 Connect with Fisher
We encourage students to visit campus when possible.

Application Checklist

☐ Online Application

☐ GMAT or GRE scores*

☐ Academic Transcripts

☐ Résumé

☐ Personal Statement

☐ Letters of Recommendation

* GMAT/GRE Waivers available for qualified applicants. TOEFL or IELTS required for international students.

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