Master of Science in Business Analytics (MSA)

Degree Requirements

In the 18-month Master of Science in Business Analytics (MSA) program at Olin, we prepare students for today’s world of big data. By combining technical programming skills with a rigorous approach to business problem-solving, MSA students gain the tools and the confidence needed to extract strategic insights from vast storehouses of data. Across every industry, businesses are collecting data — from retail inventory records to hospital patient data to credit card transactions and more — and relying on skilled analysts to stay ahead of business trends, build forecasts, and drive creative solutions to business problems.

Areas of Focus

Students can choose one of six STEM-designated tracks, focusing on a specific business area of data analytics:

- Customer Analytics (MSCA)
- Financial Technology ("FinTech") Analytics (MSFTA)
- Supply Chain Analytics (MSSCA)
- Healthcare Analytics (MSHA)
- Accounting Analytics (MSAA)
- Talent Analytics (MSTA)

The MSA degree requires the completion of 39 credits, including 18 units of common core credits that build students’ analytics knowledge. The core courses focus on skills and tools such as SQL, Python, Tableau, R programming, text mining, big data and cloud computing.

Master of Science in Customer Analytics (MSCA)

The MSCA program requires 39 total credits, including 18 common core credits, 16.5 customer analytics required credits, and 4.5 elective credits. Areas of focus include marketing research, marketing management, digital marketing, and data analysis for brand management. Please review the curriculum outline for more details.

Master of Science in Financial Technology Analytics (MSFTA)

The MSFTA program requires 39 total credits, including 18 common core credits, 15 fintech required credits, and 6 elective credits. Areas of focus include financial management, advanced corporate finance, investment theory, methods and practice of financial technology, and a seminar in financial technology. Please review the curriculum outline for more details.

Master of Science in Supply Chain Analytics (MSSCA)

The MSSCA program requires 39 total credits, including 18 common core credits, 15 supply chain required credits, and 4.5 elective credits. Areas of focus include operations management, stochastic models, revenue management, and supply chain finance. Please review the curriculum outline for more details.

Master of Science in Healthcare Analytics (MSHA)

The MSHA program requires 39 total credits, including 18 common core credits, 15 healthcare required credits, and 6 elective credits. Areas of focus include research in healthcare management, health economics and policy, healthcare management, and the business and practice of medicine. Please review the curriculum outline for more details.

Master of Science in Accounting Analytics (MSAA)

The MSAA program requires 39 total credits, including 18 common core credits, 15 accounting analytics required credits, and 6 elective credits. Areas of focus include strategic cost analysis, financial reporting and assurance in a blockchain world, accounting policy and research, and ethical decision making in accounting. Please review the curriculum outline for more details.

Master of Science in Talent Analytics (MSTA)

The MSTA program requires 39 total credits, including 18 common core credits, 13.5 talent analytics required credits, and 7.5 elective credits. Areas of focus include people metrics, human resource strategies, the wholonics approach to integrated value creation, and compensation, incentives, talent, and organization analytics. Please review the curriculum outline for more details.

Orientation Programs

All Specialized Master’s Programs students kick off their degrees with a multipronged orientation program designed to prepare them for academic, personal and professional success.
Students will participate in Passport, Career Stamp, and SMP Start, and they will complete foundational courses during the summer prior to beginning their fall semester at Olin.

Students new to the United States and non-native English speakers begin with Passport, during which they will acclimate to the Olin Business School culture and strengthen their English and business communication skills. The entire cohort of students will participate in Career Stamp, which serves as a catalyst for students to help them get started in their career search and preparation processes, and SMP Start, which orients everyone to the ins and outs of Washington University. Finally, students complete SMP Graduate Orientation (GO) Week, which includes workshops and events to help students with their final preparations before the start of their first semester. These programs are packed with opportunities for students to bond with their program cohort and to connect with their peers in all of the Specialized Master’s Programs.

Simultaneously, students will complete online, asynchronous foundation courses to bolster their background and maximize their academic preparation before the start of their degree program.