WELCOME

welcome to

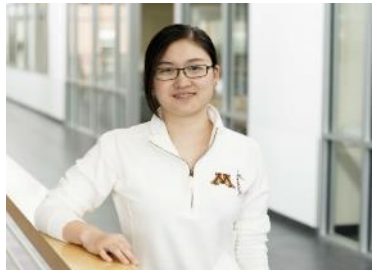
MINNEAPOLIS & ST. PAUL

#1
STATE
for business
CNBC

18
FORTUNE 500
company
headquarters

8
of the LARGEST
Private companies in
U.S.
Forbes

#3
TOP CITY
for attracting recent
graduates
LinkedIn



MASTER OF SCIENCE IN

BUSINESS ANALYTICS

MODERN BUSINESSES RUN ON
DATA & ANALYTICS

2.5 QUINTILLION BYTES PER DAY
Amount of data being created, according to IBM

“By 2018, the United States alone could face a shortage of ... 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions.”
McKINSEY & COMPANY

Google

amazon

LinkedIn

BEST BUY

Microsoft

Expedia

TARGET

The
Walt Disney
Company

IBM

sas

LAND O'LAKES, INC.

3M

99-100% JOB PLACEMENT

2015 • 2016 • 2017 GRADUATING CLASSES

WE PREPARE STUDENTS TO

SUCCEED IN A DATA-DRIVEN WORLD

CURRICULUM

Unique combination of data science and business acumen

MANAGEMENT FUNDAMENTALS

marketing • finance • leadership • ethics • project management • strategy

+

TECHNICAL CAPABILITIES

data harvesting & engineering • application development • programming

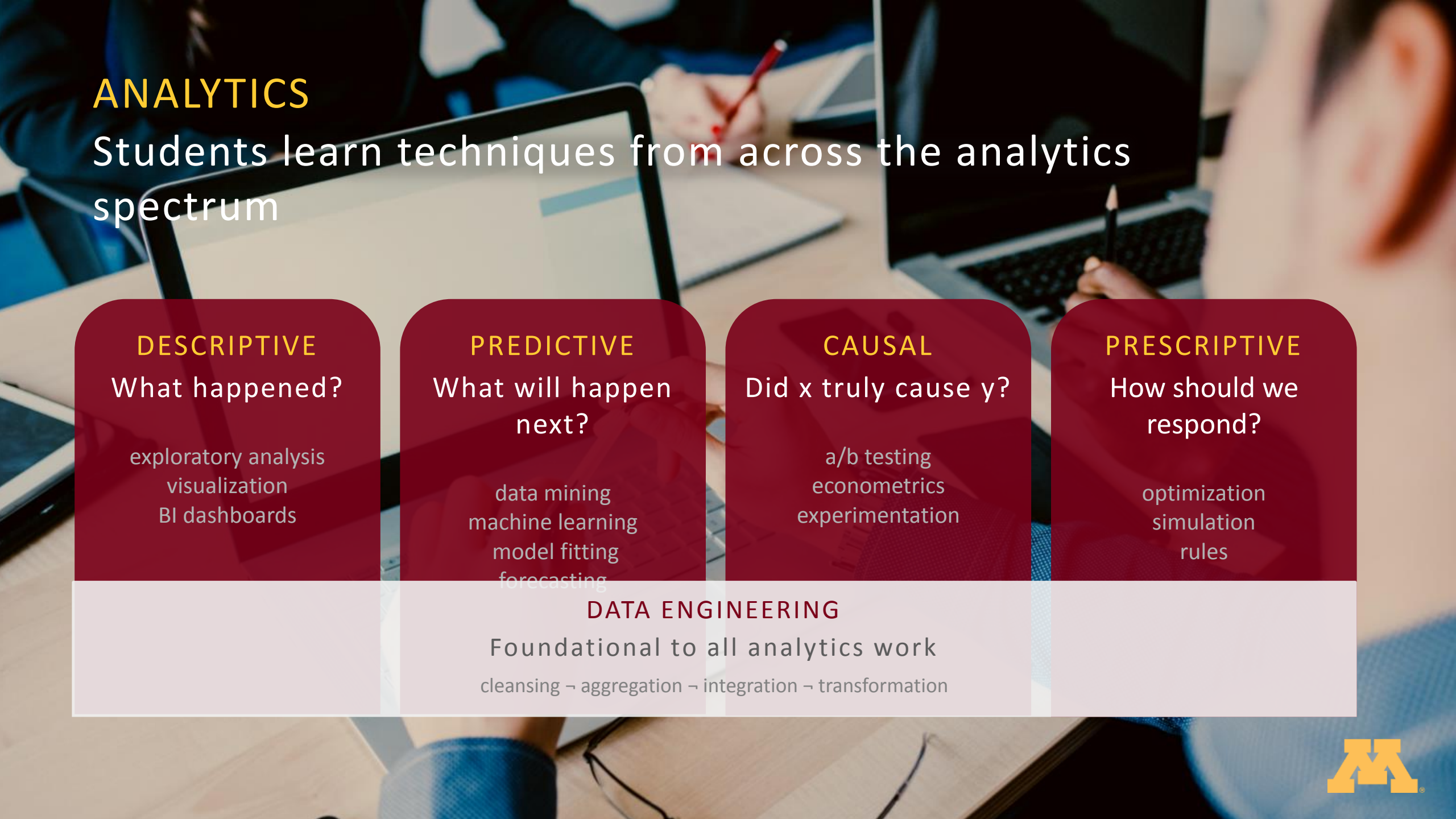
+

MULTI-METHOD DATA ANALYSIS

statistics • machine learning • predictive analytics • modeling • visualization

*

BUSINESS CONTEXT



ANALYTICS

Students learn techniques from across the analytics spectrum

DESCRIPTIVE

What happened?

exploratory analysis
visualization
BI dashboards

PREDICTIVE

What will happen next?

data mining
machine learning
model fitting
forecasting

CAUSAL

Did x truly cause y?

a/b testing
econometrics
experimentation

PRESCRIPTIVE

How should we respond?

optimization
simulation
rules

DATA ENGINEERING

Foundational to all analytics work

cleansing ¬ aggregation ¬ integration ¬ transformation

RANKED

TOP 4

Management Information Systems Specialty

U.S. News & World Report

FACULTY SCHOLARS

Expertise from around the world right in the classroom

EXPERIENTIAL LEARNING

Infused in the program to build your skills … and your resume

LIVE CASES

Hands-on learning with corporate clients, challenging business questions, and real data sets

CARLSON ANALYTICS LAB

Semester-long, student-led business analytics project for a client company

CAPSTONE PROJECT

Applied learning in end-to-end data analysis

REAL BUSINESSES • REAL DATA • REAL EXPERIENCE.
Apply your knowledge, hone your skills, and expand your network with client partners from startups to Fortune 500 companies.

sun country airlines

QUESTION

Can we paint a clearer picture of our customers?

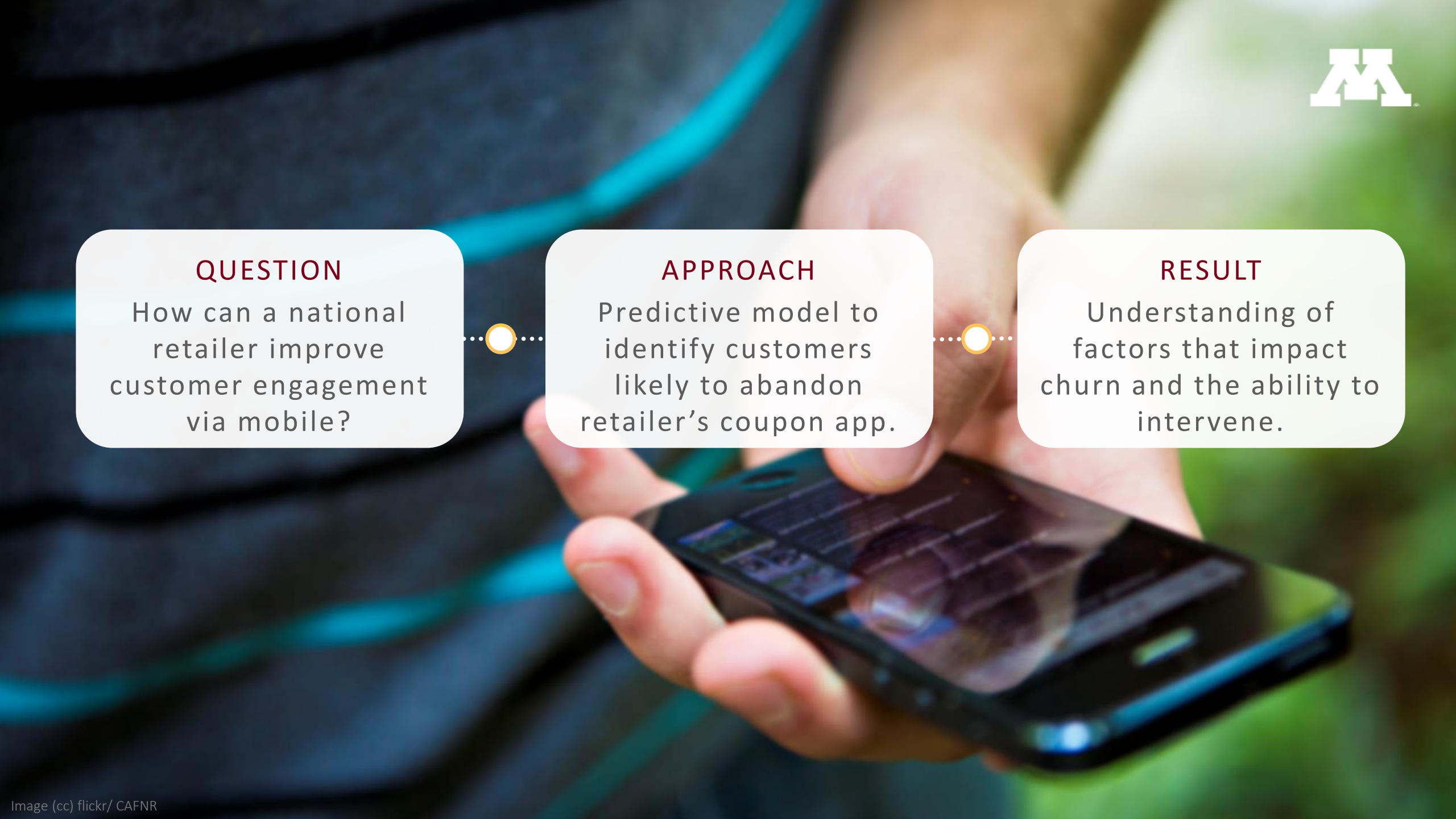
APPROACH

Segmentation based on newly unified data sources.

RESULT

New insight to drive product design and marketing.

Image (cc) flickr/ Cory W. Watts



QUESTION

How can a national retailer improve customer engagement via mobile?

APPROACH

Predictive model to identify customers likely to abandon retailer's coupon app.

RESULT

Understanding of factors that impact churn and the ability to intervene.

Image (cc) flickr/ CAFNR

QUESTION

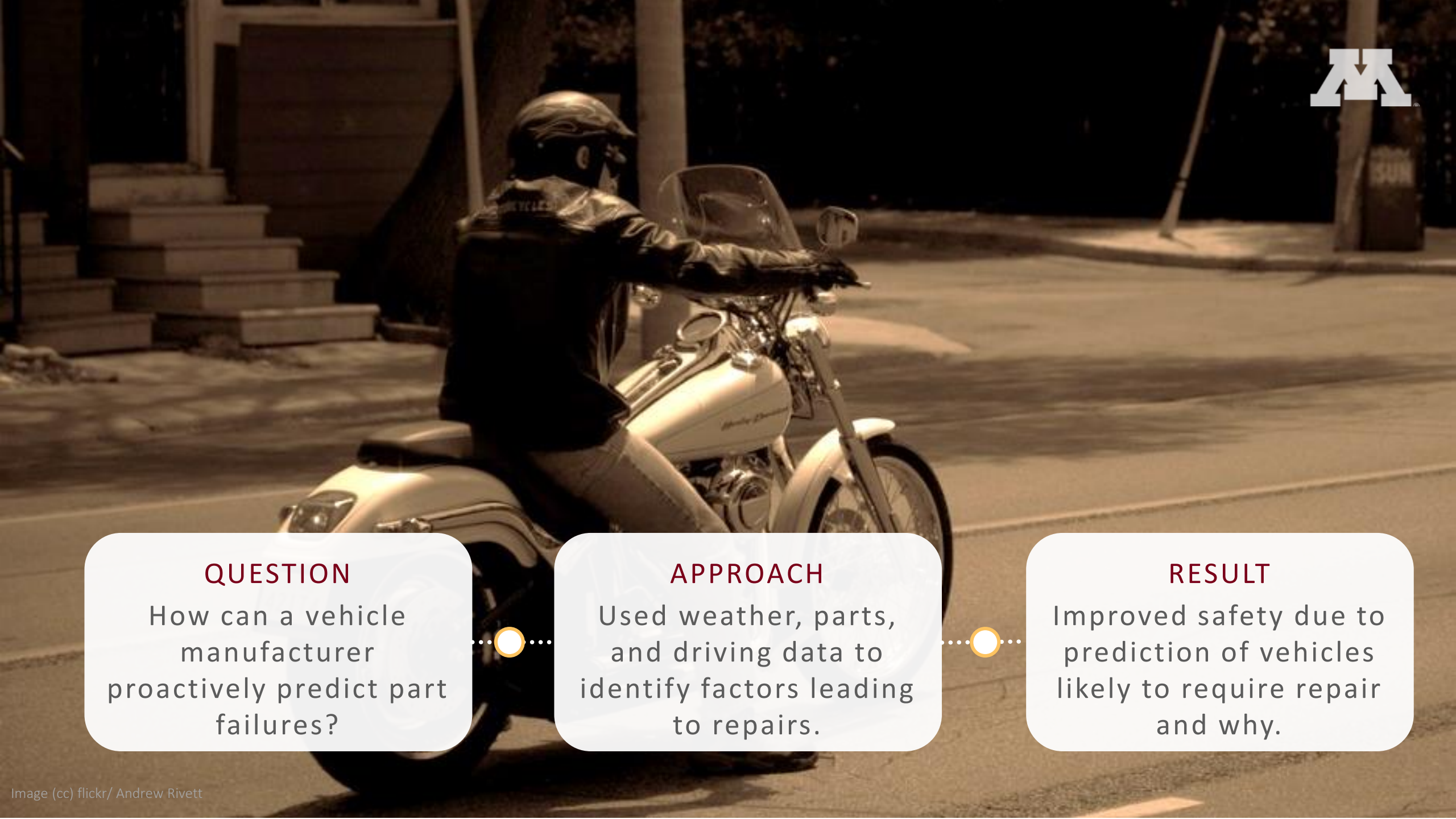
Can we more accurately predict staffing needs, cut costs and deliver care?

APPROACH

Forecasting models to predict patient census across 18 nursing units.

RESULT

Live dashboard more accurately forecasts census to inform staffing decisions.



QUESTION

How can a vehicle manufacturer proactively predict part failures?

APPROACH

Used weather, parts, and driving data to identify factors leading to repairs.

RESULT

Improved safety due to prediction of vehicles likely to require repair and why.

Image (cc) flickr/ Andrew Rivett

QUESTION

Can a CPG firm better advise retailers on the impact of promotions?

APPROACH

Discrete choice model to analyze how changes in price affect market share.

RESULT

Ability to help retailers design smarter promotions across various categories.

FINISH IN ONE YEAR

- Begin in June, graduate next May
- Daytime classes, full-time, cohort-based study
- STEM-designated by Homeland Security
- 45 credits

MASTER OF SCIENCE IN

FINANCE

CARLSON SCHOOL
OF MANAGEMENT

UNIVERSITY OF MINNESOTA

MOVE FORWARD IN FINANCE »

CARLSON SCHOOL OF MANAGEMENT

study at a

LEADING UNIVERSITY

TOP **10** Research University

#11 Business and Economics Faculty

#14 MS in Finance in United States

go on to »

GREAT JOBS AT TOP

COMPANIES

95% RECEIVED JOB OFFERS

within 180 days

Companies in the U.S. and around the world HIRE GRADUATES
of the Carlson School MS in
finance
usbank
COLUMBIA THREADNEEDLE INVESTMENTS
BNY MELLON
citibank
Ameriprise Financial
PiperJaffray
accenture
Deloitte.

MS in FINANCE provides

STRONG FOUNDATION

for a range of careers in finance

- Corporate Finance
- Security Analysis & Portfolio Management
- Consulting
- Risk Management
- Investment & Commercial Banking

LEARN TO
create

BUSINESS VALUE

ESSENTIAL EDUCATION

- Finance Theory
- Expert Instruction

FOCUSED ON THE FUTURE

- Quantitative Emphasis
- Practical Application

Learn from Experts in
FINANCE & ECONOMICS
#11
BUSINESS &
ECONOMICS
FACULTY

BUILD IN-DEMAND QUANTITATIVE SKILLS

Learn on modern tools and databases:

- Python
- Bloomberg
- Factset
- CRSP
- Compustat
- Matlab
- Excel VBA
- ModelRisk

EXPERIENTIAL LEARNING

» Work on real projects with client companies

ASSET MANAGEMENT

- » Investment product analysis
- » Asset/liability study
- » Portfolio risk analysis

CORPORATE FINANCE

- » Capital structure analysis
- » Retail expansion or market analysis
- » Division profitability analysis

RISK MANAGEMENT

- » Currency, interest rate, or commodity risk assessment
- » Value at Risk (VaR) analysis

CARLSON SCHOOL OF MANAGEMENT
STEM DESIGNATED
by Homeland Security
University Affiliation Program
CFA Institute®

Graduate in

ONE YEAR

Or choose a

16-MONTH OPTION

Program begins in July each summer

STRONG CANDIDATES for ADMISSION

- Recent college graduates and early career professionals with an interest in finance
- Required:
  - University-level courses in statistics and calculus
- Preferred:
  - Professional work experience
  - Completion of linear algebra course

ESSENTIAL EDUCATION

#14
RANKED

RIGOROUS
CURRICULUM

FOCUSED ON THE FUTURE

APPLIED
LEARNING

95%
PLACEMENT

ADMISSIONS DECISIONS

Academic Strength	Professional Experience	Overall Fit
Test Scores	Recommendations	Personal Statement
Transcripts	Resume	Interview