

MASTER OF SCIENCE IN ANALYTICS

MBA Benchmark Study 2013

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Report download: <http://go.ncsu.edu/msa>

MBA BENCHMARK STUDY

Each year the Master of Science in Analytics (MSA) is benchmarked against leading MBA programs with comparably-sized enrollment on two-dozen metrics using publicly available data.

Why MBA programs? Because too few analytics and data science programs publicly disclose student outcomes with the thoroughness and consistency needed to do accurate benchmarking. Also, varying enrollments and formats make it difficult to compare the MSA to other analytics programs.

MBA programs have a long history of reporting enrollment and outcomes data as a part of the annual ranking process conducted by organizations such as *U.S. News*. The data are reported under clear and consistent guidelines that make fair and accurate benchmarking possible. The Institute follows these guidelines in reporting results for the MSA program. Other analytics and data science programs are encouraged to do the same.

MBA BENCHMARK STUDY

Selected for comparison in 2013 are the top-4 highest-ranked public university MBA programs with similar cohort sizes to the MSA program enrolling between 70 and 115 students (81 students were enrolled in the MSA Class of 2013):

- University of Minnesota—Twin Cities
- University of Washington
- Georgia Institute of Technology
- Ohio State University

The benchmark study is updated each year (in June) with the latest data from *U.S. News*. The schools used in this study may change from year to year based on the changes in the annual ranking or cohort sizes.

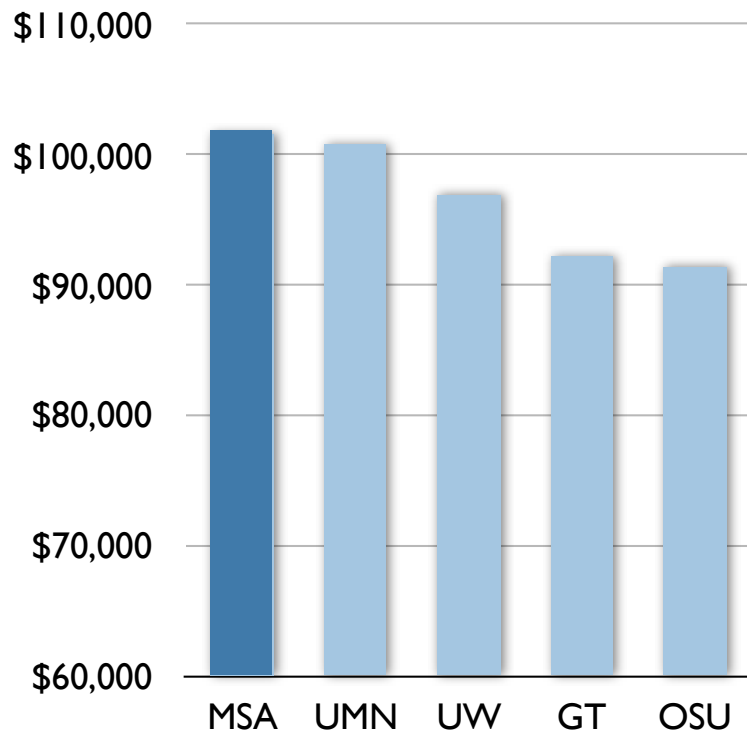
Top MBA programs at public universities ranked by U.S. News & World Report in 2013:

1. University of California–Berkeley (#7 in overall rank)
 2. University of Virginia (#12)
 3. University of California–Los Angeles (#13)
 4. University of Michigan–Ann Arbor (#13)
 5. University of Texas–Austin (#17)
 6. University of North Carolina–Chapel Hill (#20)
 7. Indiana University (#22)
 8. **University of Minnesota–Twin Cities (#23)**
 9. **University of Washington (#23)**
 10. **Georgia Institute of Technology (#27)**
 11. **Ohio State University (#27)**
 12. Arizona State University (#30)
- MSA benchmarks** {

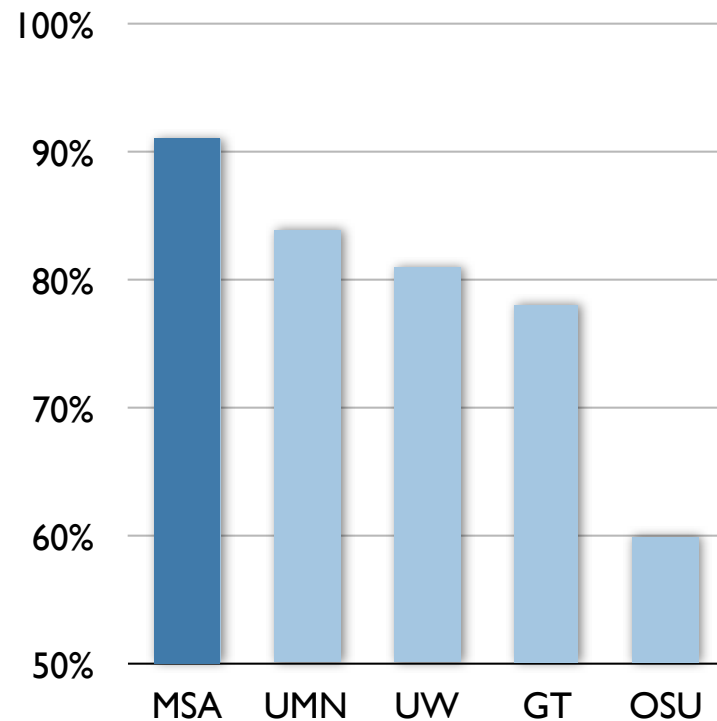
TOP MBA PROGRAMS AT PUBLIC UNIVERSITIES

(The four highest ranking full-time programs of comparable cohort size to MSA)

Average Base Salary



Job Placement at Graduation



Source of MBA data: *US News and World Report*, April 2013.

Minnesota (UMN) - #23
 Washington (UW) - #23
 Georgia Tech (GT) - #27
 Ohio State (OSU) - #27

	MSA	UMN	UW	GT	OSU
Number of degree candidates	81	71	107	71	115
Acceptance rate	21%	43%	43%	38%	32%
US citizenship	89%	74%	76%	76%	67%
Female	30%	28%	42%	28%	28%
Average age	29	28	29	28	28
Average base salary in 2012	\$100,100(a)	\$100,800	\$96,800	\$92,100	\$91,300
Job placement at graduation in 2012	92%	84%	81%	78%	60%
Cost of degree in tuition and fees (b/c)	\$22,900 / \$38,600	\$74,500 / \$98,000	\$55,200 / \$80,300	\$55,300 / \$77,200	\$56,700 / \$92,300

Source of MBA data: *US News and World Report*, April 2013.

(a) candidates with 3 or more years of work experience

(b) resident tuition and fees

(c) non-resident tuition and fees

For more information on the *U.S. News* ranking of business schools, see:
<https://www.usnews.com/best-graduate-schools/top-business-schools>