

MASTER OF SCIENCE IN ANALYTICS

MBA Benchmark Study 2017

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<http://analytics.ncsu.edu>

• June 2017 •

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 2017 are the top-5 highest-ranked MBA programs with similar cohort sizes to the MSA program enrolling between 110 and 130 students (120 students were enrolled in the MSA Class of 2017):

- Washington University in St. Louis
- Arizona State University
- University of Washington–Seattle
- Notre Dame University
- Rice 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.

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

The rank order of the MBA programs selected for benchmarking in 2017 are:

The highest ranked MBA programs (20th or above) have large full-time cohorts (180-900 students).

The highest ranked MBA programs with similar cohort sizes to the MSA fall between 21st and 29th in the ranking.

Programs eliminated from the analysis (shown in gray) have cohorts sizes that are either smaller or larger (<100 or >150)

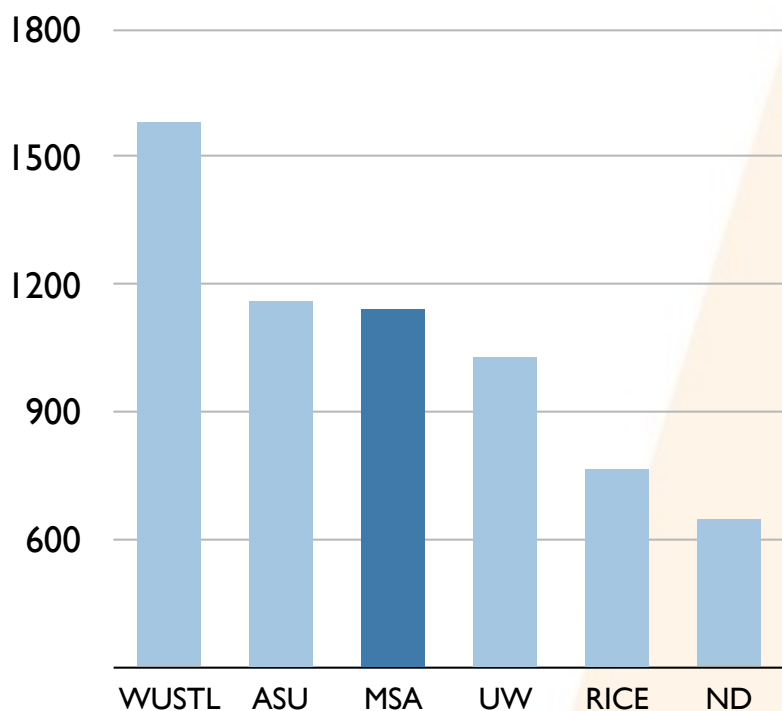
18. UNC— Chapel Hill (Kenan- Flagler) / 298
19. Carnegie Mellon University (Tepper) / 207
20. Emory University (Goizueta) / 181
21. Georgetown University (McDonough) / 287
21. Indiana University (Kelley) / 185
21. Washington University in St. Louis (Olin) / 128
24. University of Southern California (Marshall) / 228
25. Arizona State University (Carey) / 119
25. Vanderbilt University (Owen) / 175
27. Ohio State University (Fisher) / 92
27. University of Washington (Foster) / 125
29. Georgia Institute of Technology (Scheller) / 80
29. Rice University (Jones) / 110
29. University of Notre Dame (Mendoza) / 121
32. Temple University (Fox) / 40
32. University of Minnesota— Twin Cities (Carlson) / 104

Based on publicly available data, the following metrics are used to benchmark the MSA against the top-5 comparably-sized MBA programs:

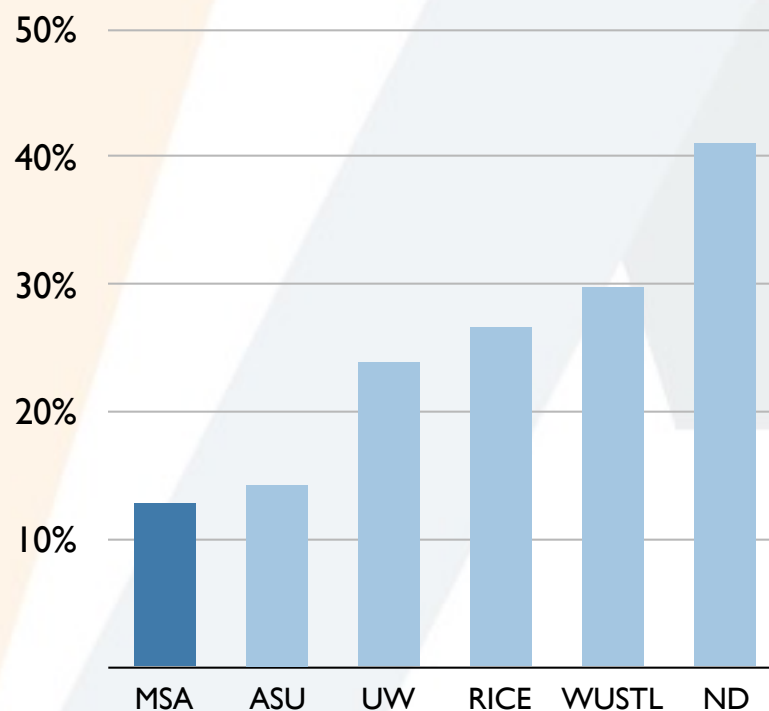
Number of Applicants	Average Base Salary
Acceptance Rate	% Reporting Salary Data
Enrollment	% Employed at Graduation
Enrollment Rate	% Employed 3-Months After Graduation
% Female Students	Signing Bonus
% International Students	% Receiving Signing Bonus
Length of Work Experience	Tuition and Fees
% Work Experience	Tuition and Fees – Residents
Age	Average Indebtedness
Undergraduate GPA	% Students with Debt
% Seeking Employment	ROI Payback Period
Number Seeking Employment	ROI Payback Period – Residents

MBA BENCHMARKS – ADMISSIONS

Applicants



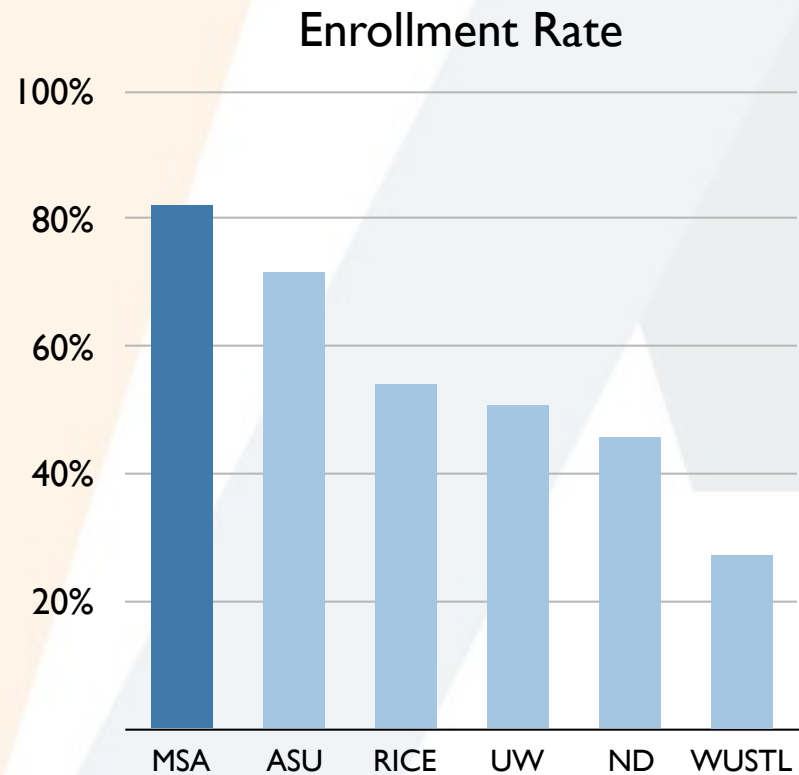
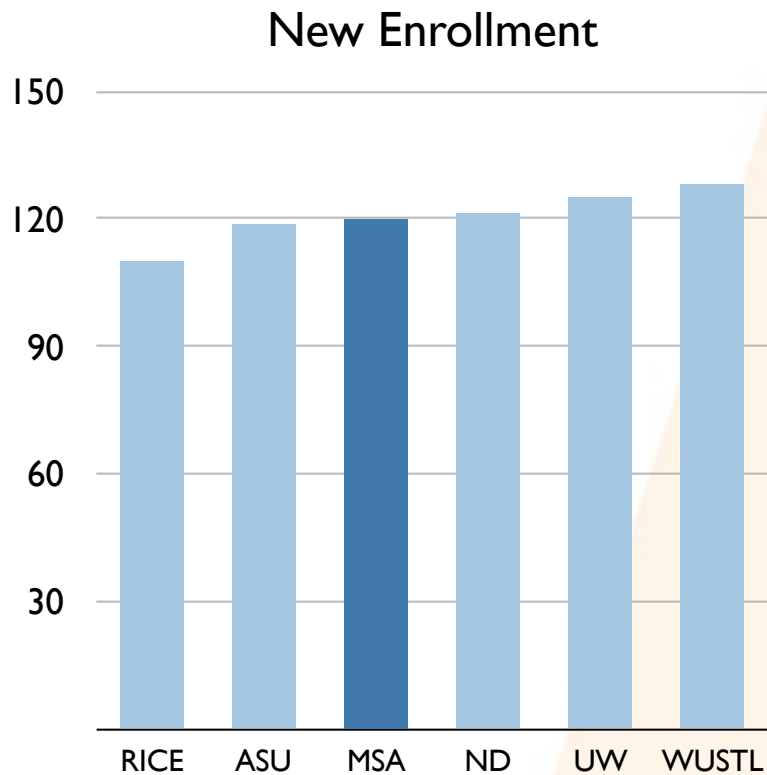
Acceptance Rate



Arizona State University (ASU)
 Notre Dame University (ND)
 Rice University (RICE)
 University of Washington (UW)
 Washington University in St. Louis (WUSTL)

Source of MBA data: *US News and World Report*, March 2017.

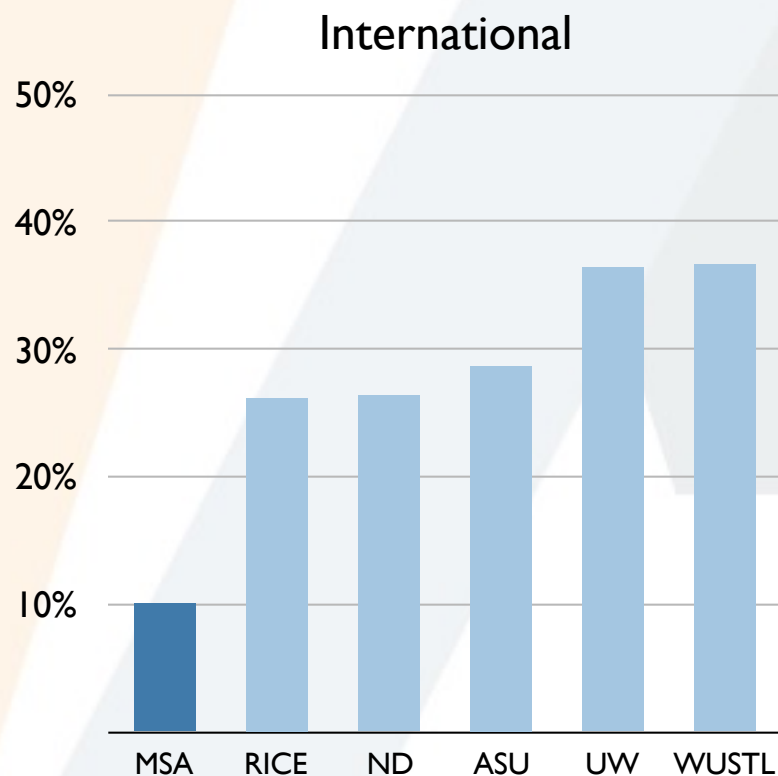
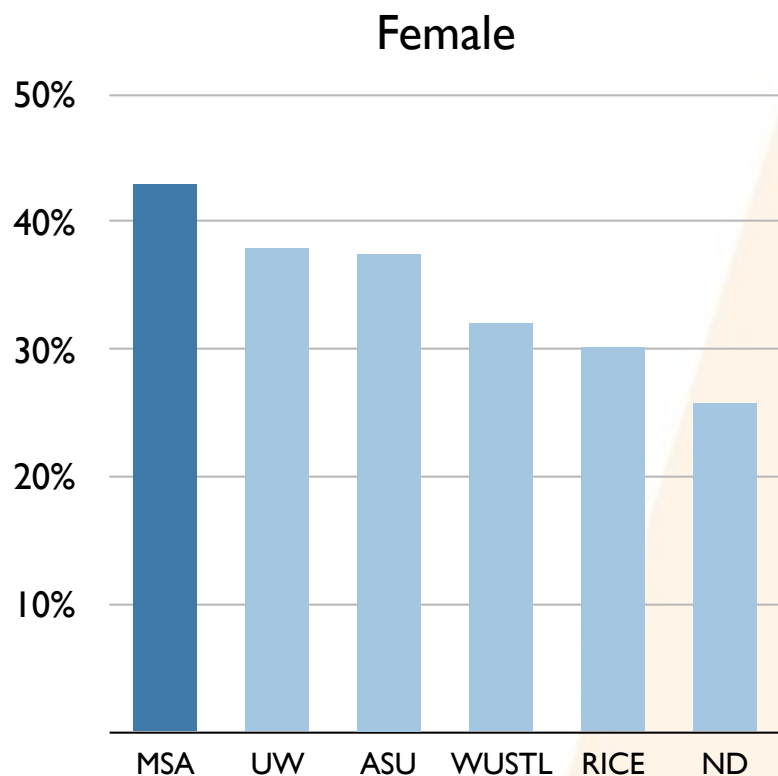
MBA BENCHMARKS – ADMISSIONS



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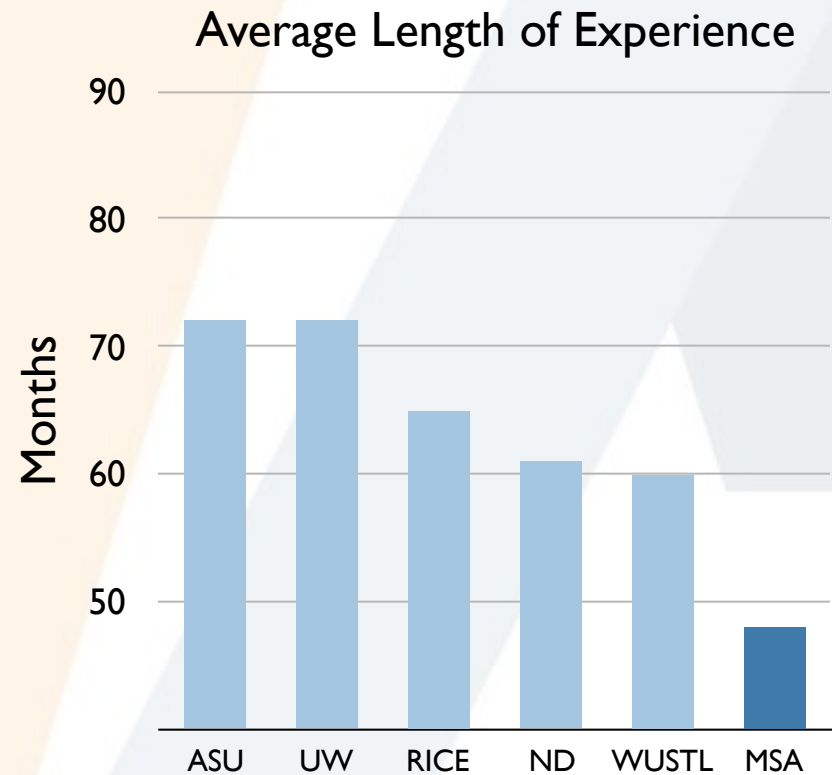
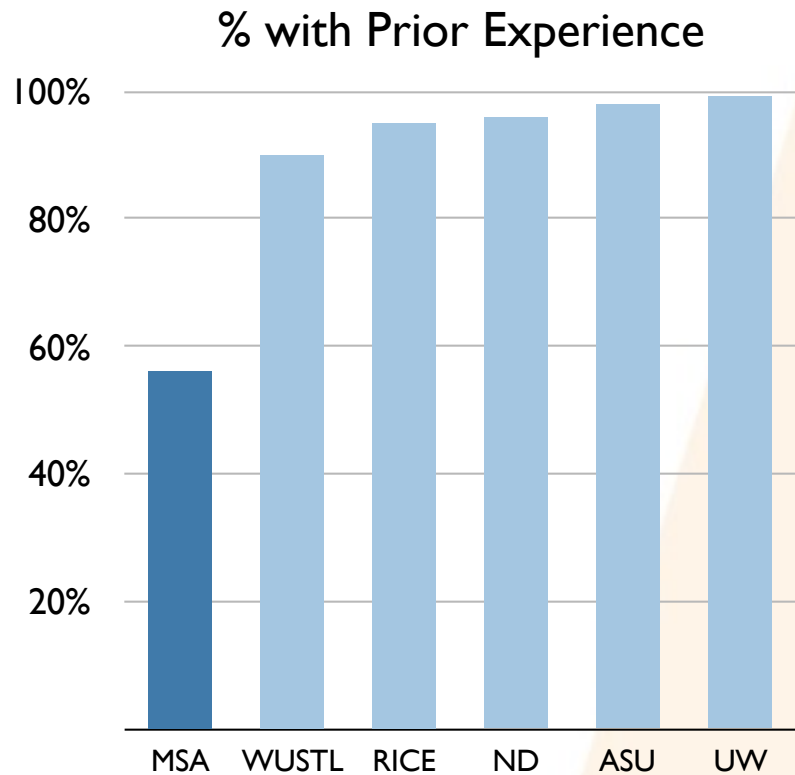
MBA BENCHMARKS – STUDENT DEMOGRAPHICS



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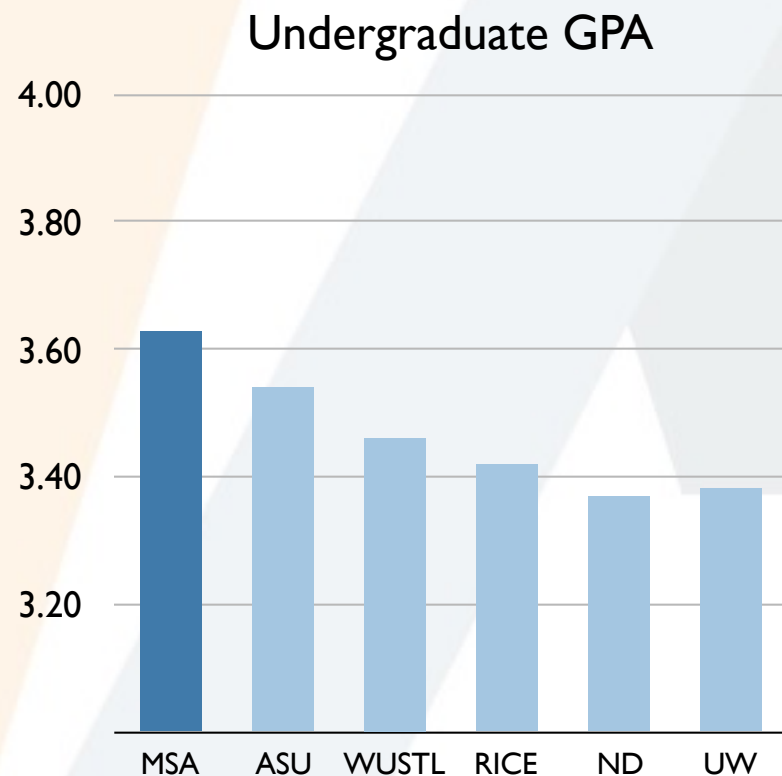
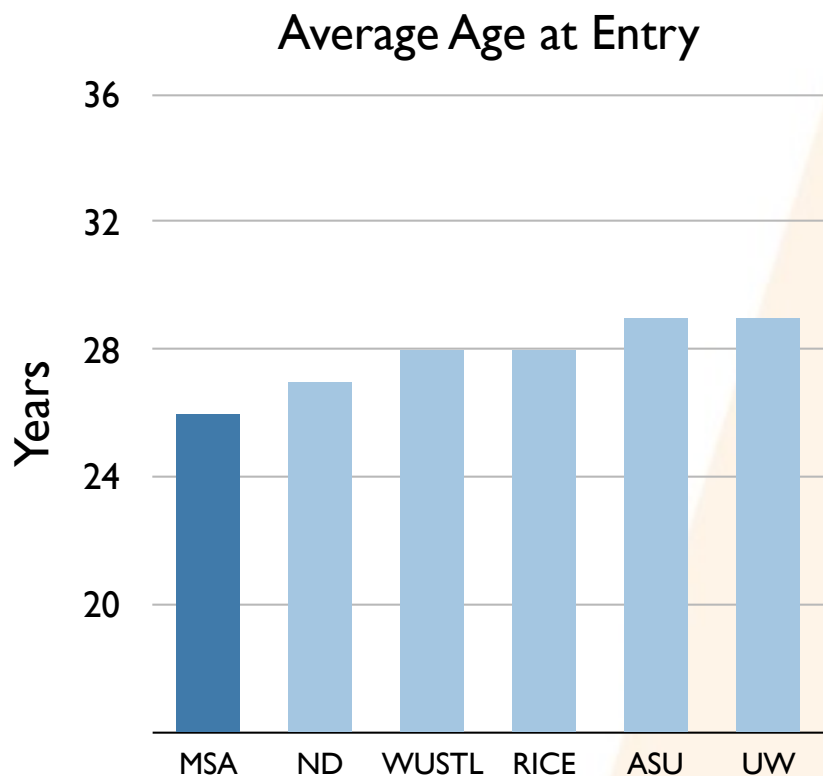
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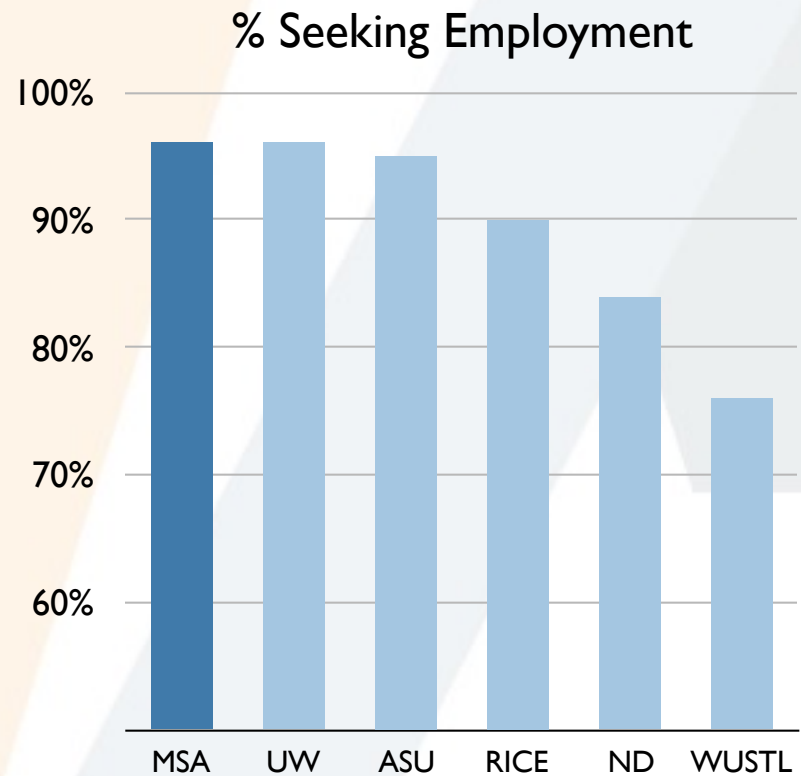
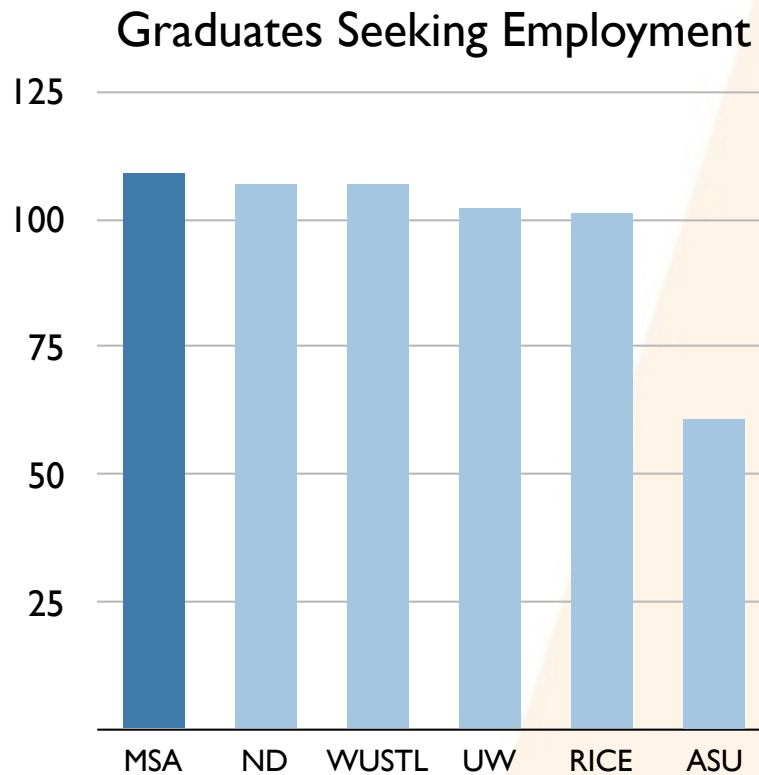
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MBA BENCHMARKS – STUDENT OUTCOMES

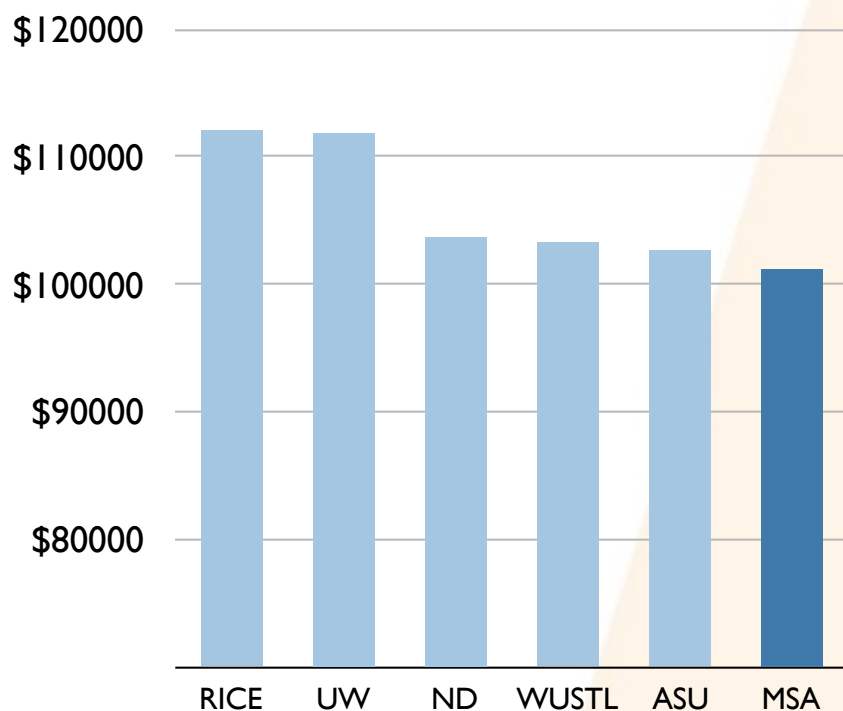


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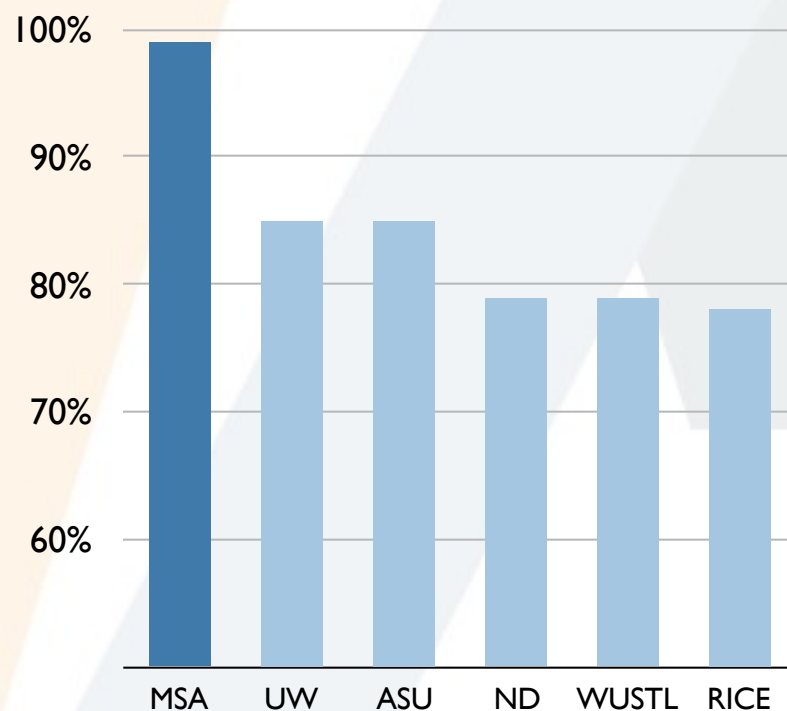
Source of MBA data: *US News and World Report*, March 2017.

MBA BENCHMARKS – STUDENT OUTCOMES

Average Base Salary



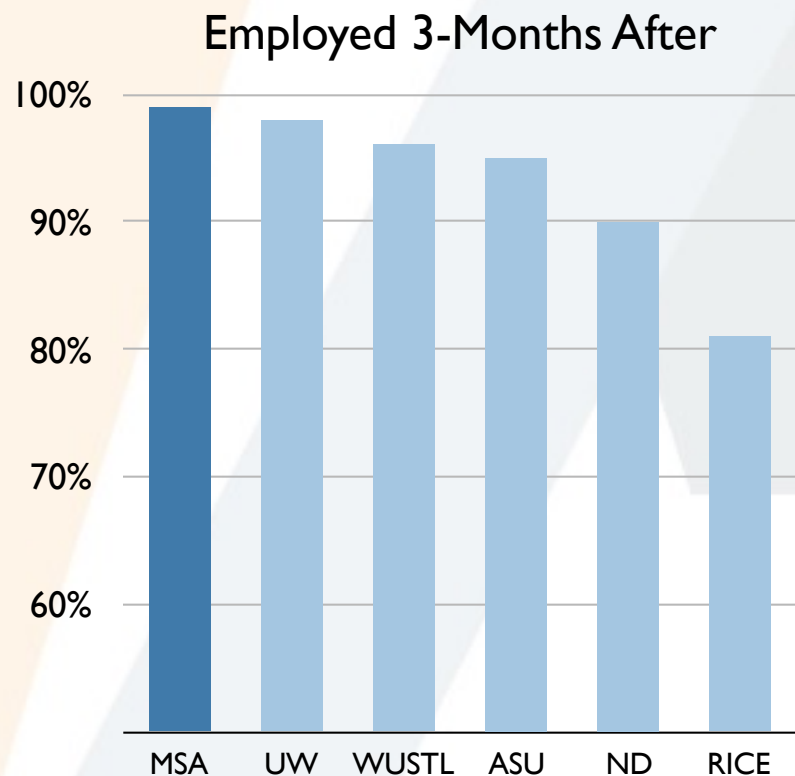
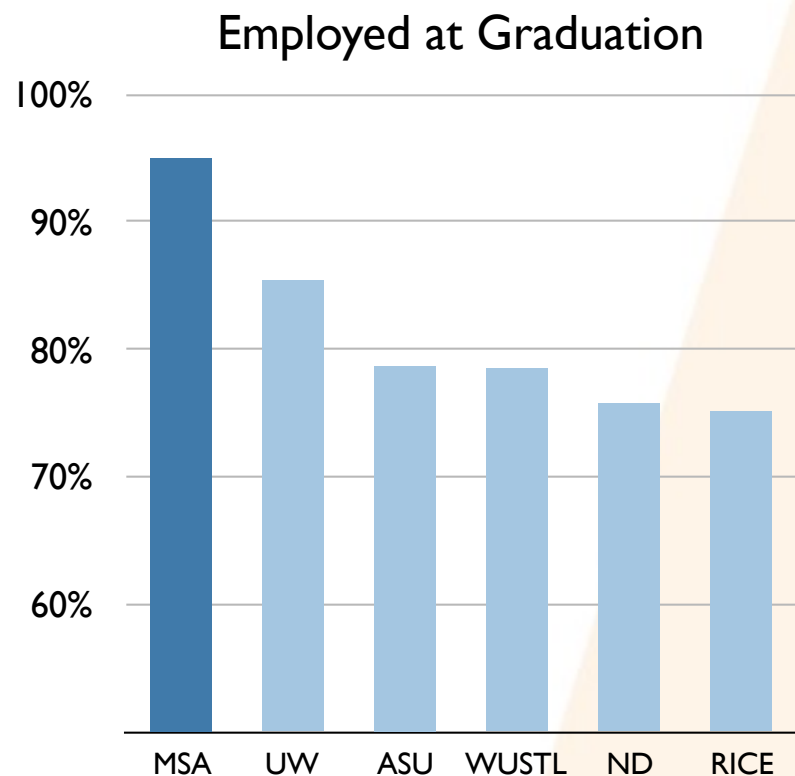
Graduates Reporting Salary Data



Arizona State University (ASU)
 Notre Dame University (ND)
 Rice University (RICE)
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 Washington University in St. Louis (WUSTL)

Source of MBA data: *US News and World Report*, March 2017.

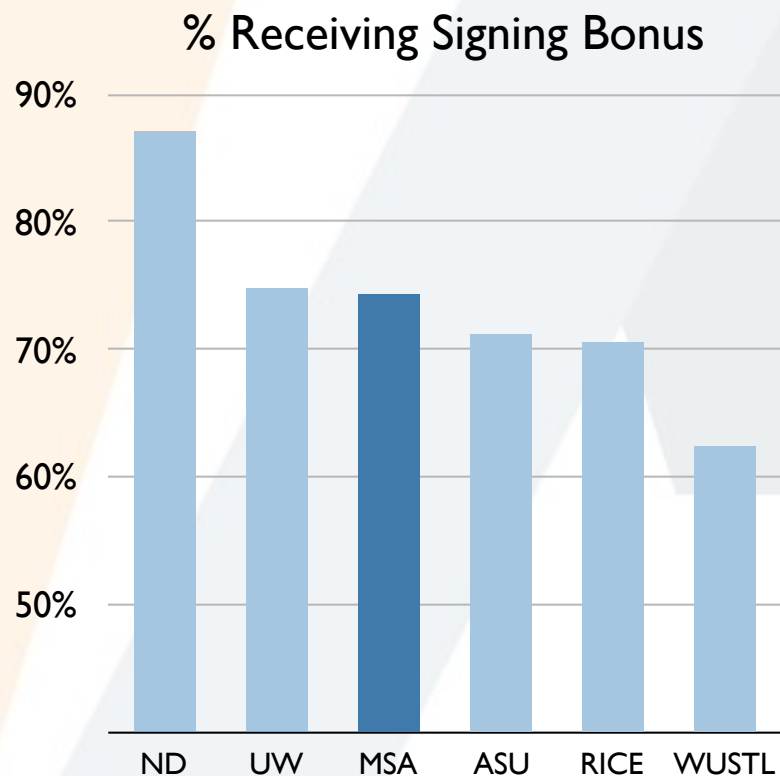
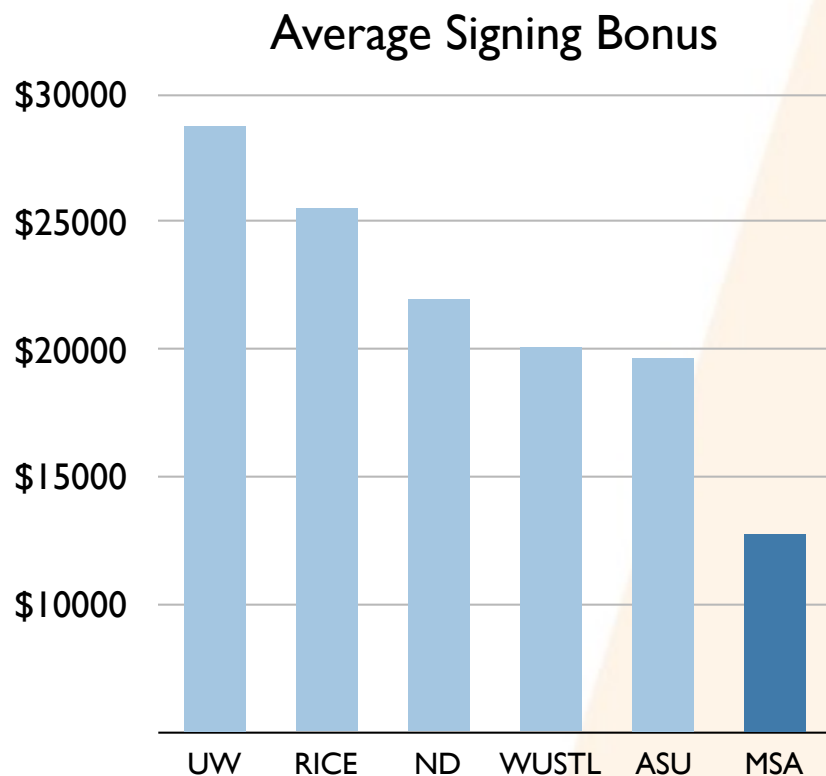
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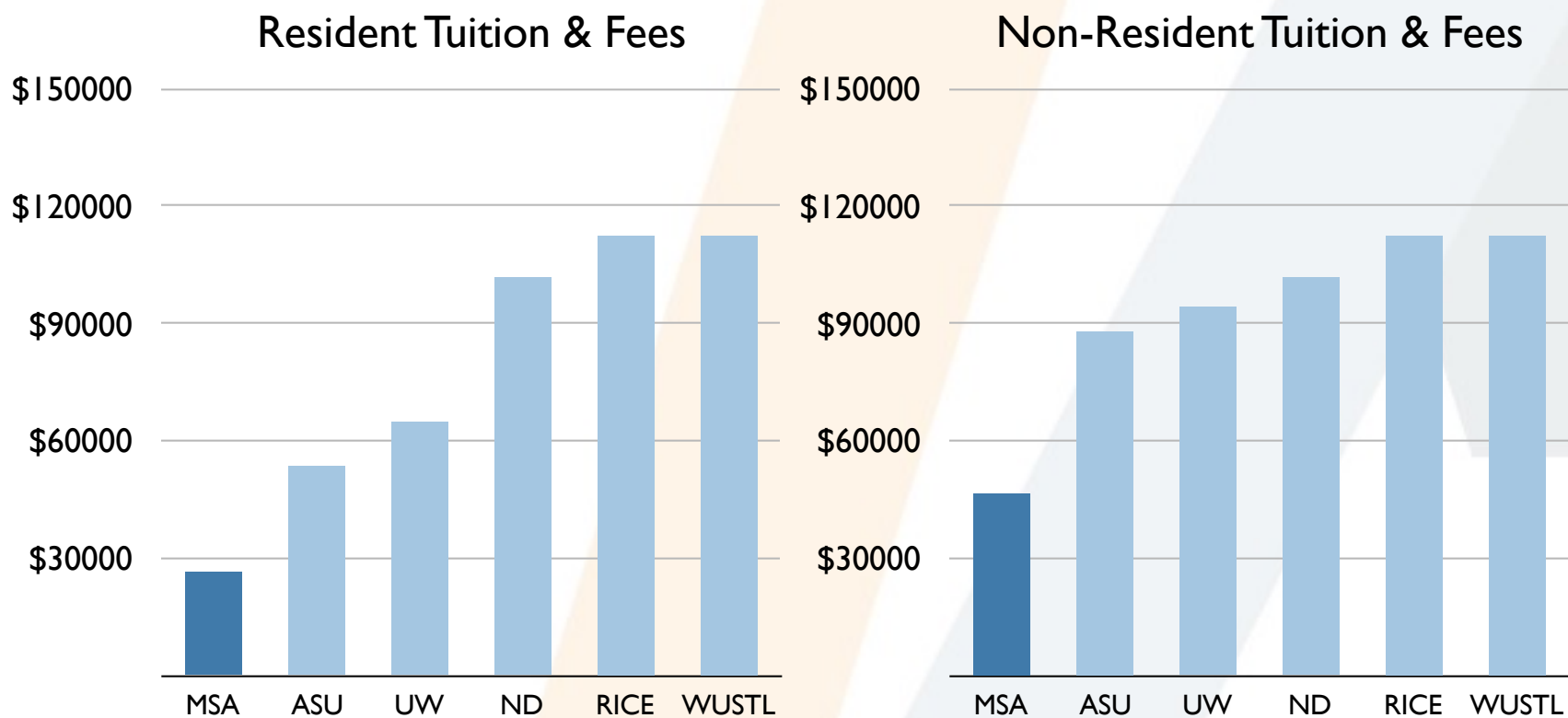
MBA BENCHMARKS – STUDENT OUTCOMES



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Source of MBA data: *US News and World Report*, March 2017.

MBA BENCHMARKS – COST OF ATTENDANCE

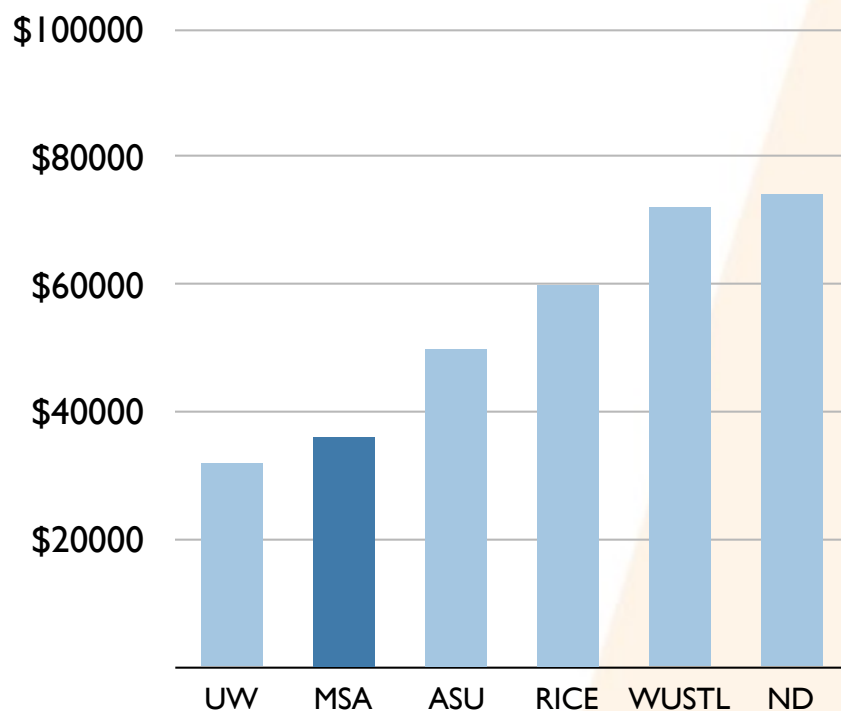


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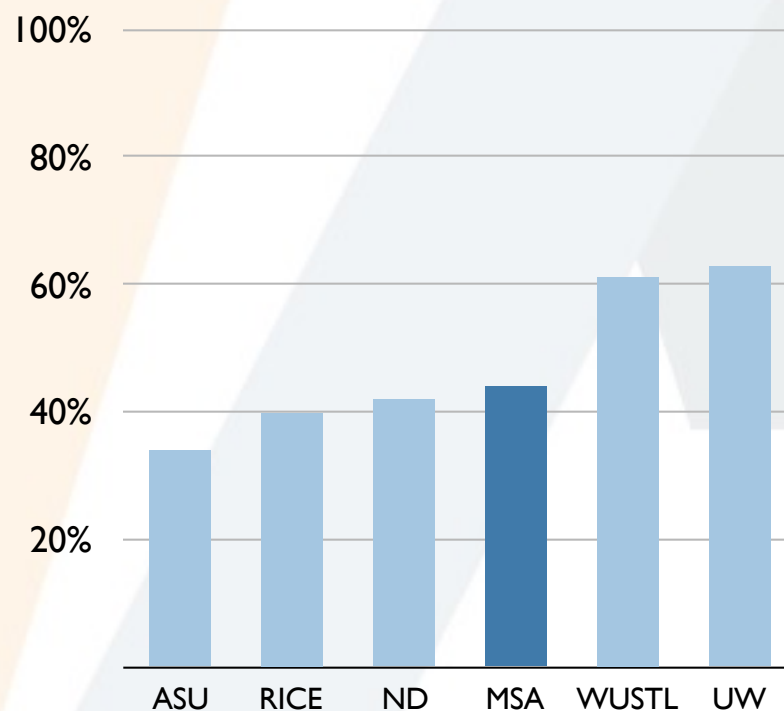
Source of MBA data: *US News and World Report*, March 2017.

MBA BENCHMARKS – STUDENT DEBT

Average Indebtedness



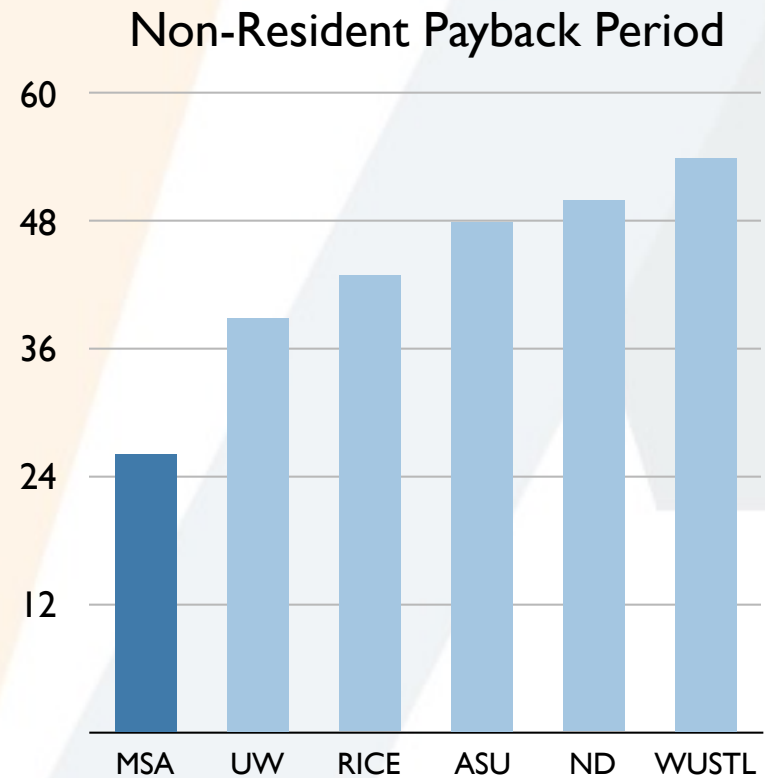
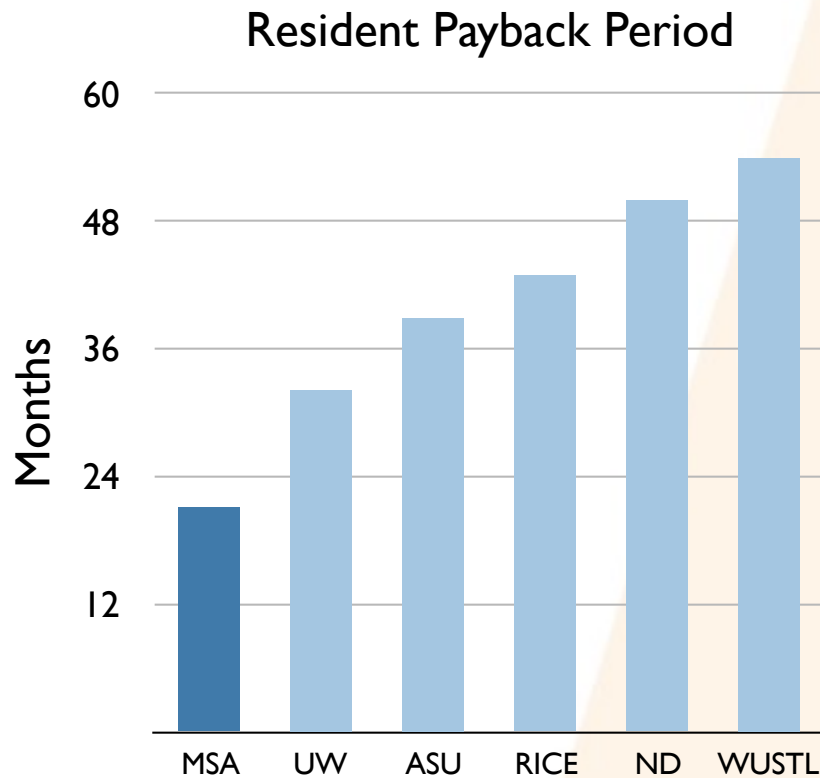
Graduates with Debt



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Source of MBA data: *US News and World Report*, March 2017.

MBA BENCHMARKS – ROI PAYBACK PERIOD



$$\text{Payback period (months)} = \frac{((\text{Pre-Salary} + \text{Tuition}) \times \text{Duration}) - (\text{Signing Bonus} + \text{Summer Salary})}{(\text{Post-Salary} - \text{Pre-Salary})} \times 12$$

Source of MBA data: *US News and World Report*, March 2017. The MBA duration is 2 years. The average pre-salary is estimated conservatively at \$60,000/year. The average summer intern salary is estimated at 1/6th of the post-MBA salary. Duration is 1 or 2 years.

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MSA BENCHMARKS WITH LEADING MBA PROGRAMS

	MSA	TOP-5 MBA PROGRAMS					
		AVG	WUSTL	ASU	UW	RICE	ND
US News Rank (April 2017)	–	–	21	25	27	29	29
Number of Applicants	1140	1036	1579	1159	1032	764	647
Acceptance Rate	13%	27%	30%	14%	24%	27%	41%
Enrollment	120	120	128	119	125	110	121
Enrollment Rate	82%	50%	27%	71%	51%	54%	46%
% Female Students	43%	33%	32%	37%	38%	30%	26%
% International Students	10%	31%	37%	29%	36%	26%	26%
Age	26	28	28	29	29	28	27

MSA = NC State Univ.

AVG = Average for Top-5 MBA

ASU = Arizona State Univ.

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St. Louis

MSA BENCHMARKS WITH LEADING MBA PROGRAMS

	MSA	TOP-5 MBA PROGRAMS					
		AVG	WUSTL	ASU	UW	RICE	ND
Undergraduate GPA	3.63	3.43	3.46	3.54	3.38	3.42	3.37
Length of Work Experience (mo.)	48	66	60	72	72	65	61
% Work Experience	56%	96%	90%	98%	99%	95%	96.0%
% Seeking New Employment	96%	88%	76%	95%	96%	90%	84%
Average Base Salary (\$000)	101	107	103	103	112	112	104
Reporting Salary Data	99%	81%	79%	85%	85%	78%	79%
Employed at Graduation	95%	79%	79%	79%	85%	75%	76%
Employed 3-mo. After Graduation	99%	92%	96%	95%	98%	81%	90%

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MSA BENCHMARKS WITH LEADING MBA PROGRAMS

	MSA	TOP-5 MBA PROGRAMS					
		AVG	WUSTL	ASU	UW	RICE	ND
Signing Bonus (\$000)	13	23	20	20	29	26	22
Students Receiving Signing Bonus	74%	73%	62%	71%	75%	71%	87%
Tuition and Fees (\$000)	47	102	112	88	94	112	102
Tuition and Fees – Residents	27	59	–	54	65	–	–
Average Indebtedness (\$000)	36	58	72	50	32	60	74.0
Students with Debt	44%	48%	61%	34%	63%	40%	42%
ROI Payback Period (months)	26	47	54	48	39	43	50
ROI Payback Period – Residents	21	36	–	39	32	–	–

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