

MASTER OF SCIENCE IN ANALYTICS

MBA Benchmark Study 2014

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<http://analytics.ncsu.edu>

• June 2014 •

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 2014 are the top-4 highest-ranked public university MBA programs with similar cohort sizes to the MSA program enrolling between 60 and 120 students (85 students were enrolled in the MSA Class of 2014):

- Arizona State University
- Georgia Tech
- Ohio State University
- University of Wisconsin at Madison

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.

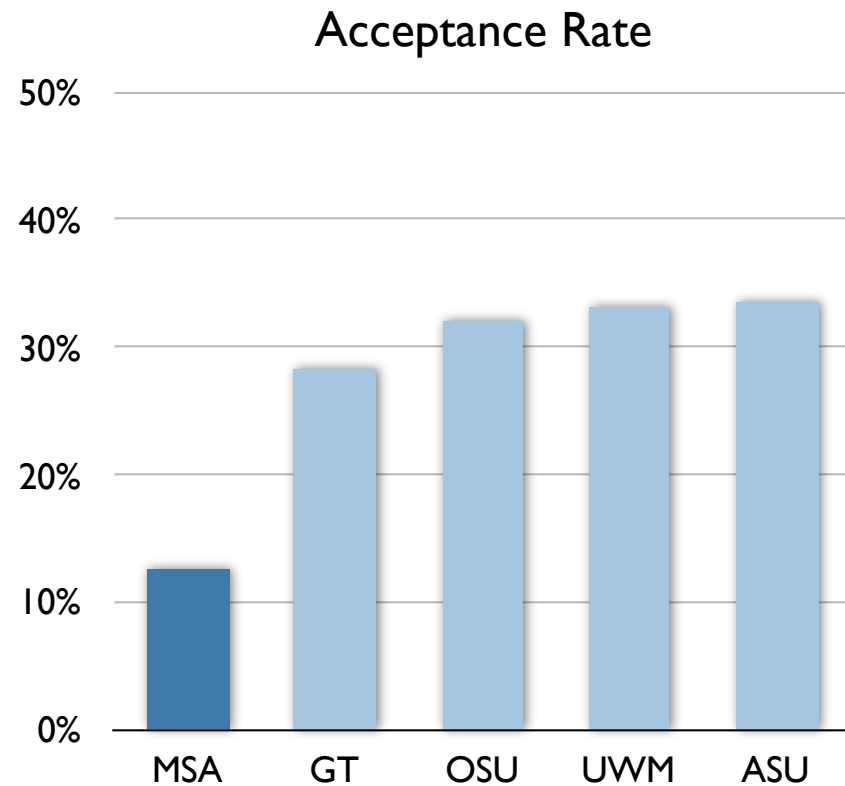
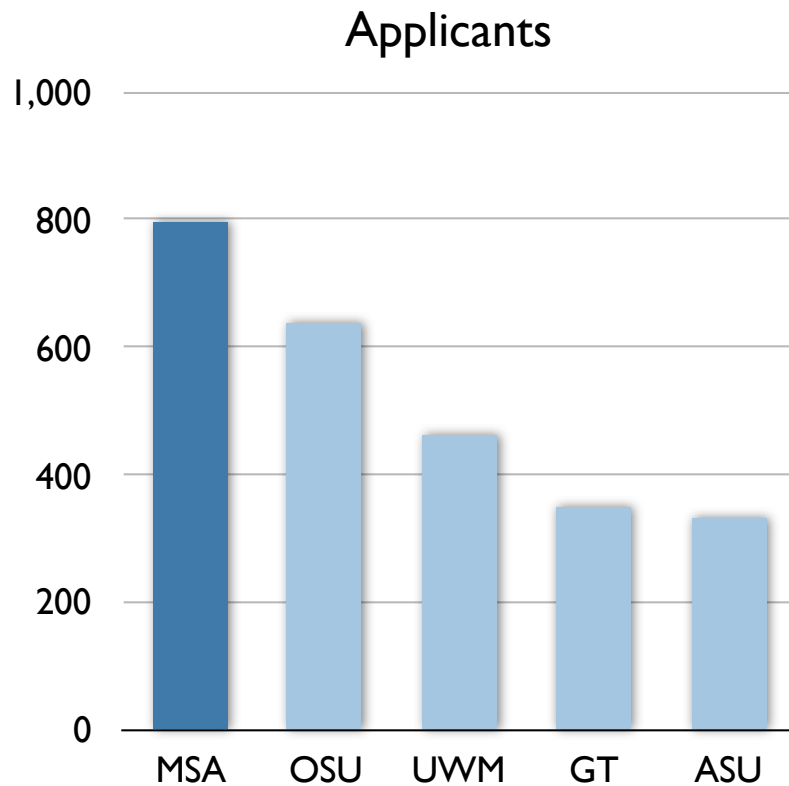
Top MBA programs at public universities ranked by U.S. News in 2015:

1. University of California–Berkeley (#7 in overall ranking)
2. University of Michigan–Ann Arbor (#11)
3. University of Virginia (#11)
4. University of Texas–Austin (#15)
5. University of California–Los Angeles (#16)
6. University of North Carolina–Chapel Hill (#19)
7. Indiana University (#21)
8. University of Washington (#25)
9. **Arizona State University (#27)**
10. **Georgia Institute of Technology (#27)**
11. **Ohio State University (#27)**
12. **University of Wisconsin–Madison (#27)**

*Highest ranked
public university
MBA programs with
similar cohort sizes
to MSA*

TOP MBA PROGRAM – ADMISSIONS

(The 4 highest ranking full-time MBA programs with similar cohort size to MSA)

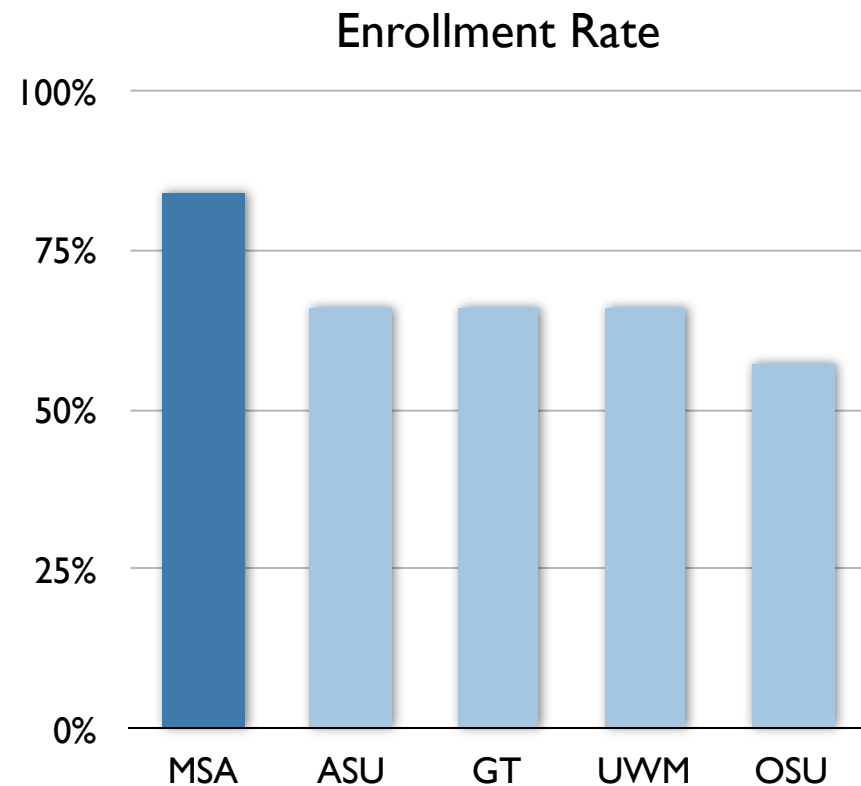
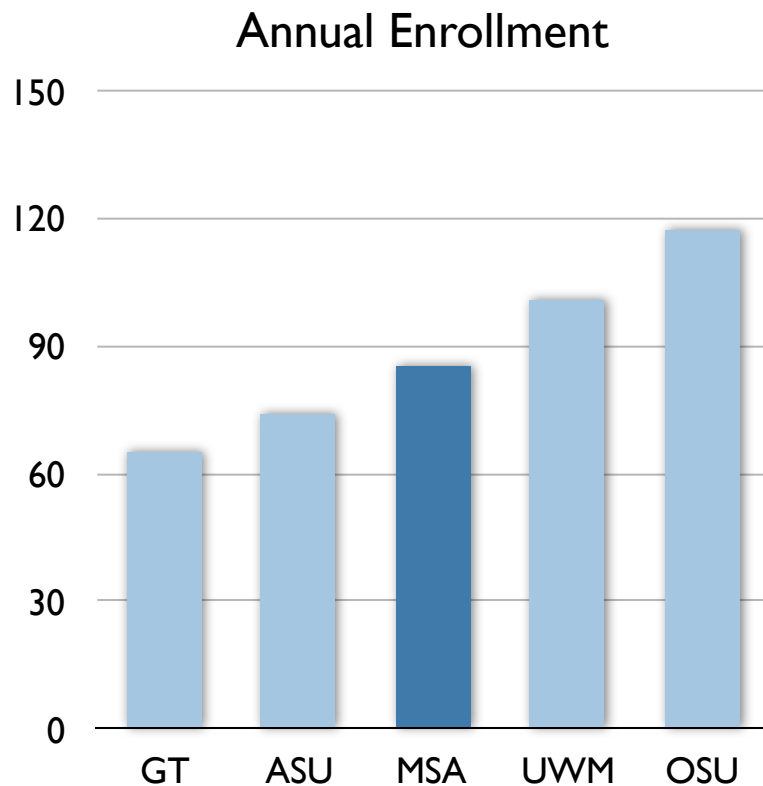


Source of MBA data: *US News and World Report*, March 2014.

Arizona State (ASU)
Georgia Tech (GT)
Ohio State (OSU)
Wisconsin (UWM)

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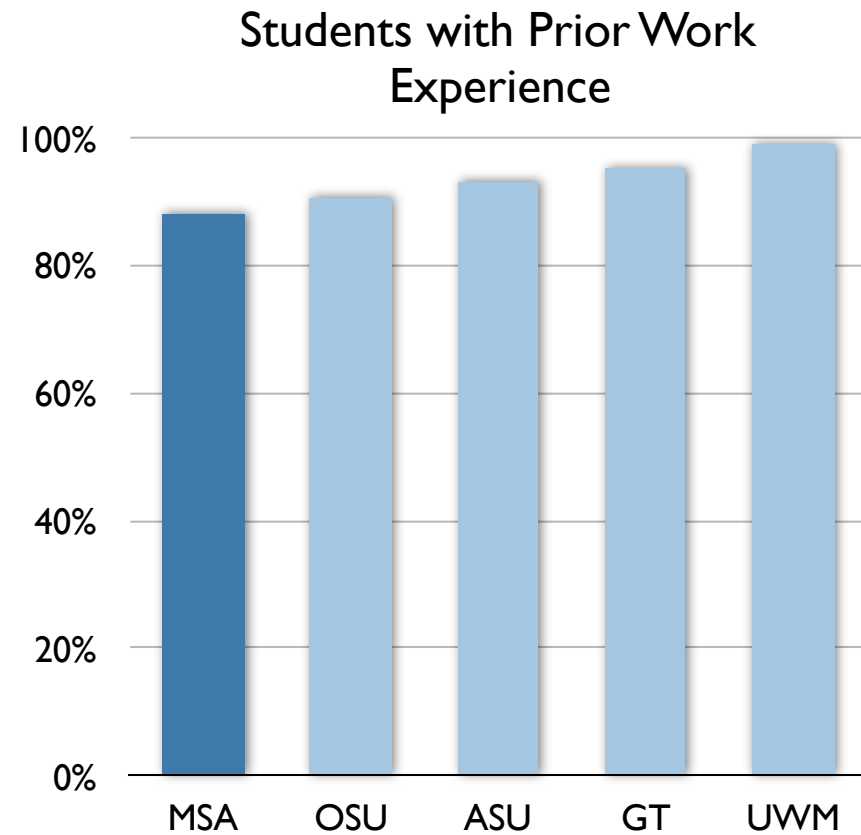
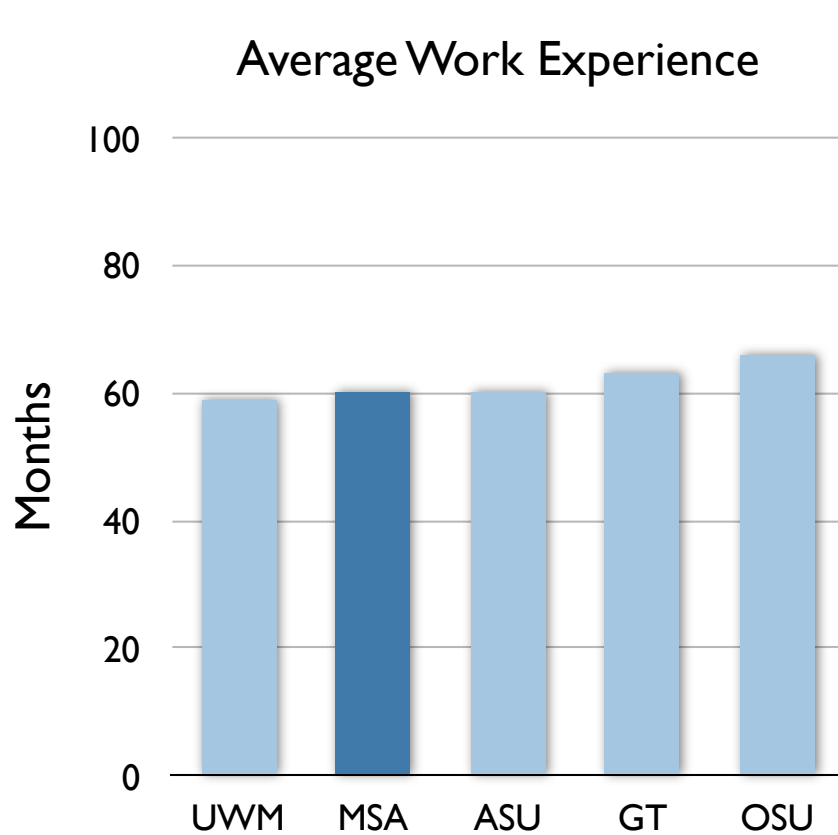


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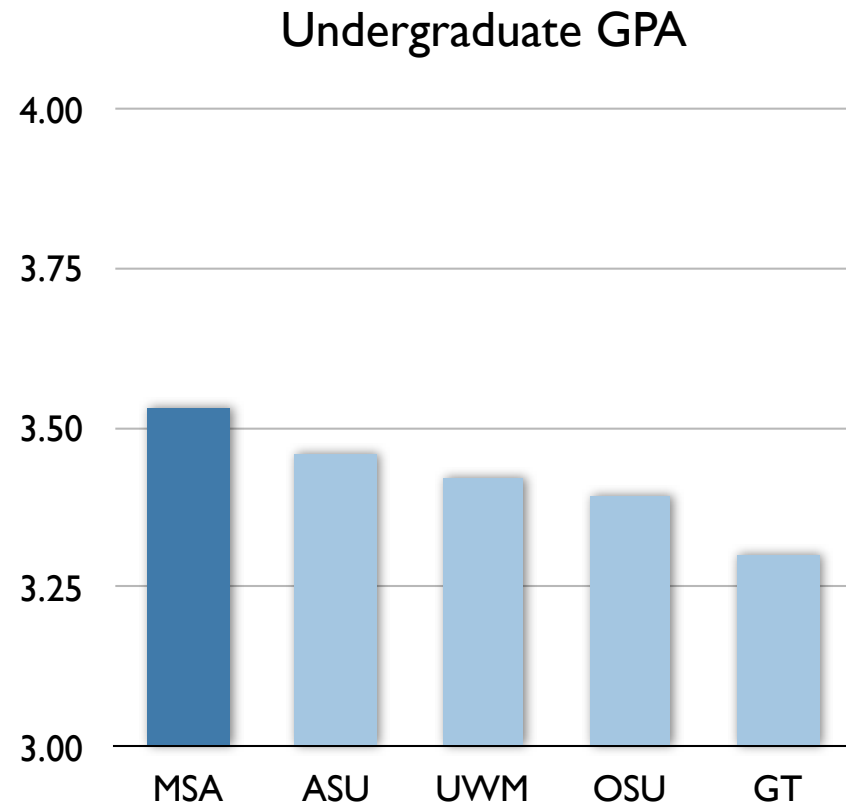
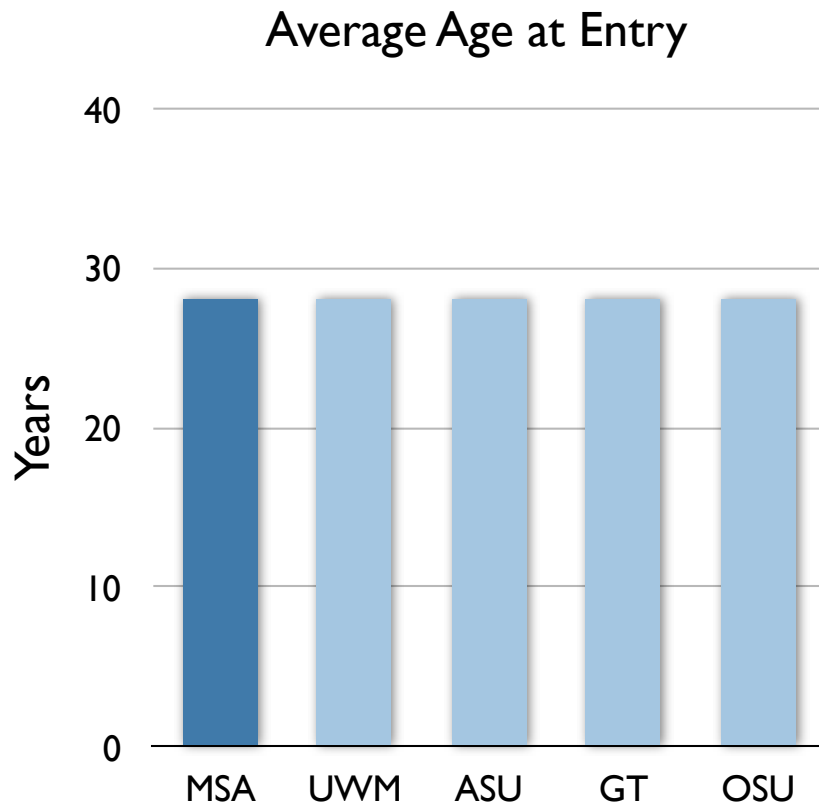


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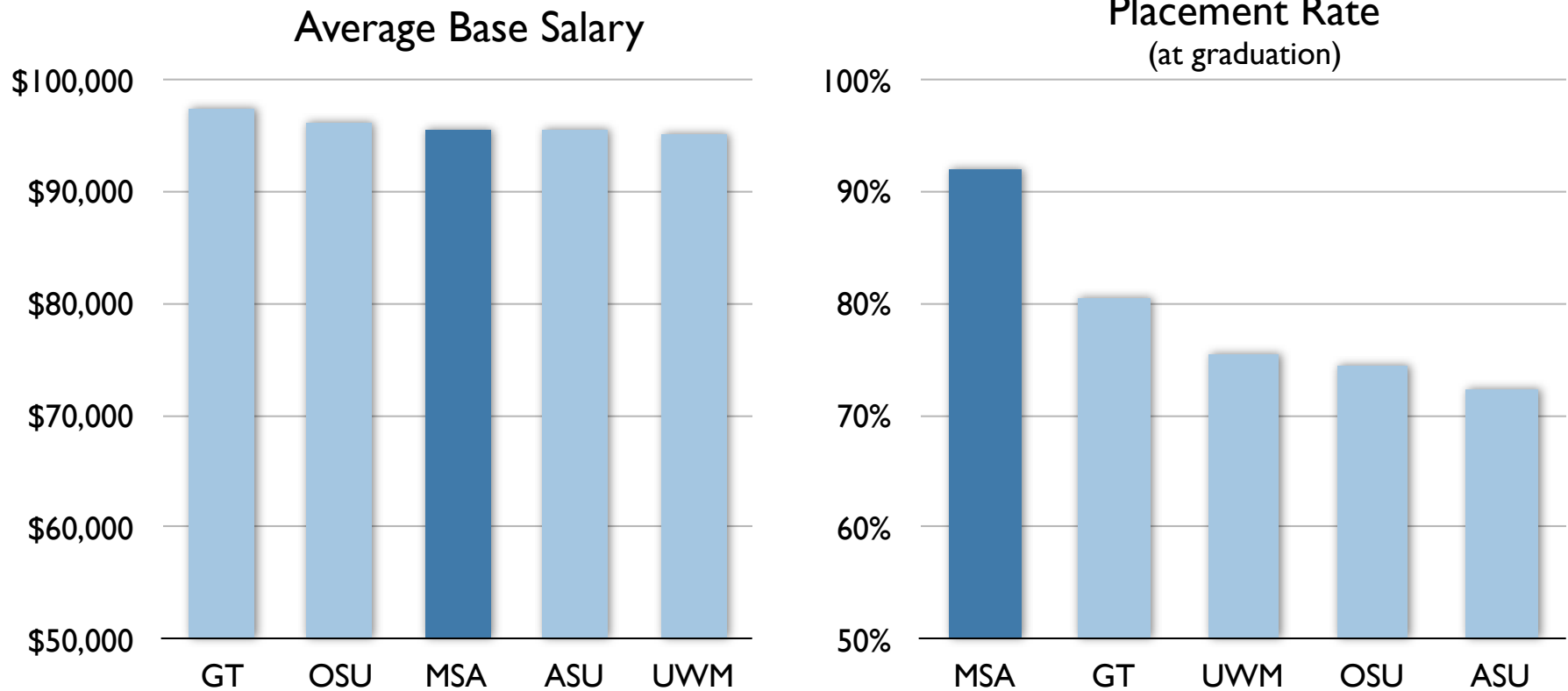


Source of MBA data: *US News and World Report*, March 2014.

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TOP MBA PROGRAMS – STUDENT OUTCOMES

(The 4 highest ranking full-time MBA programs with similar cohort size to MSA)

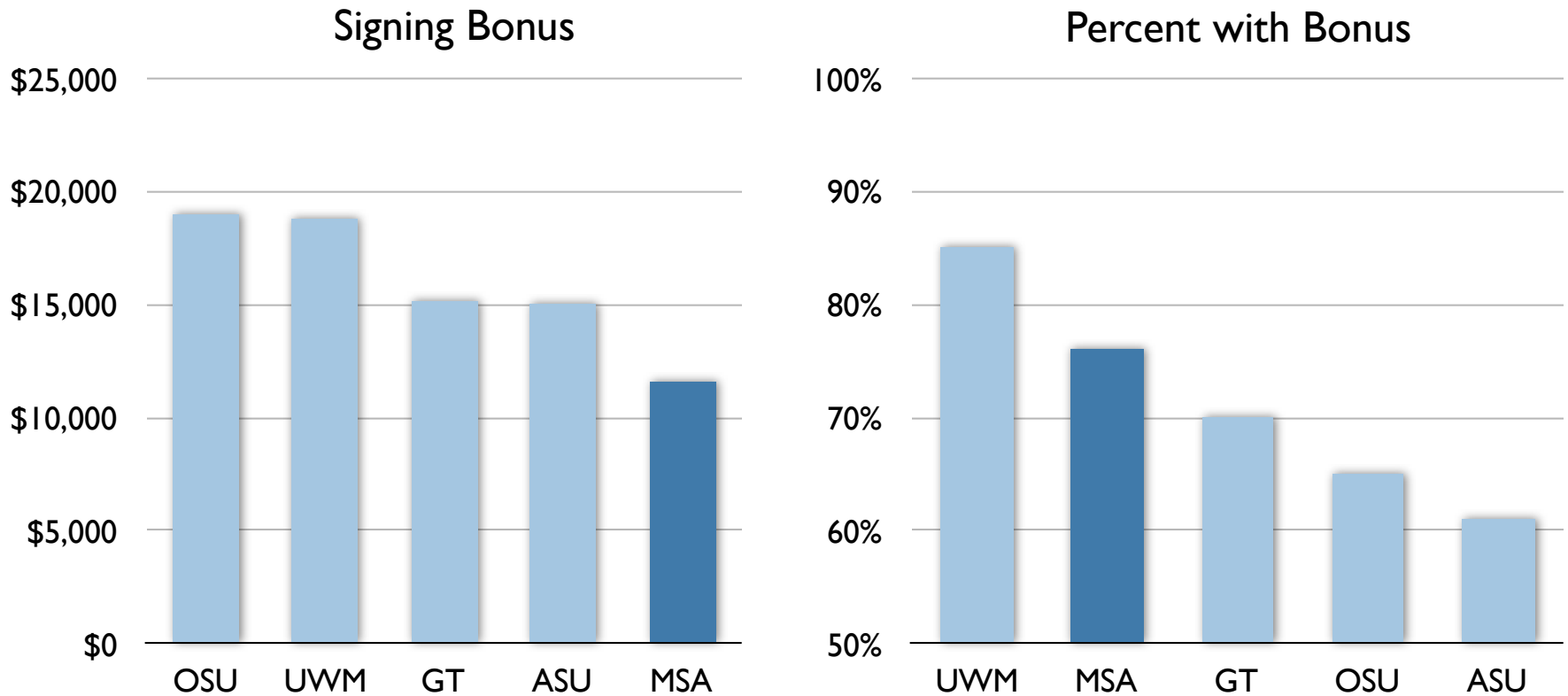


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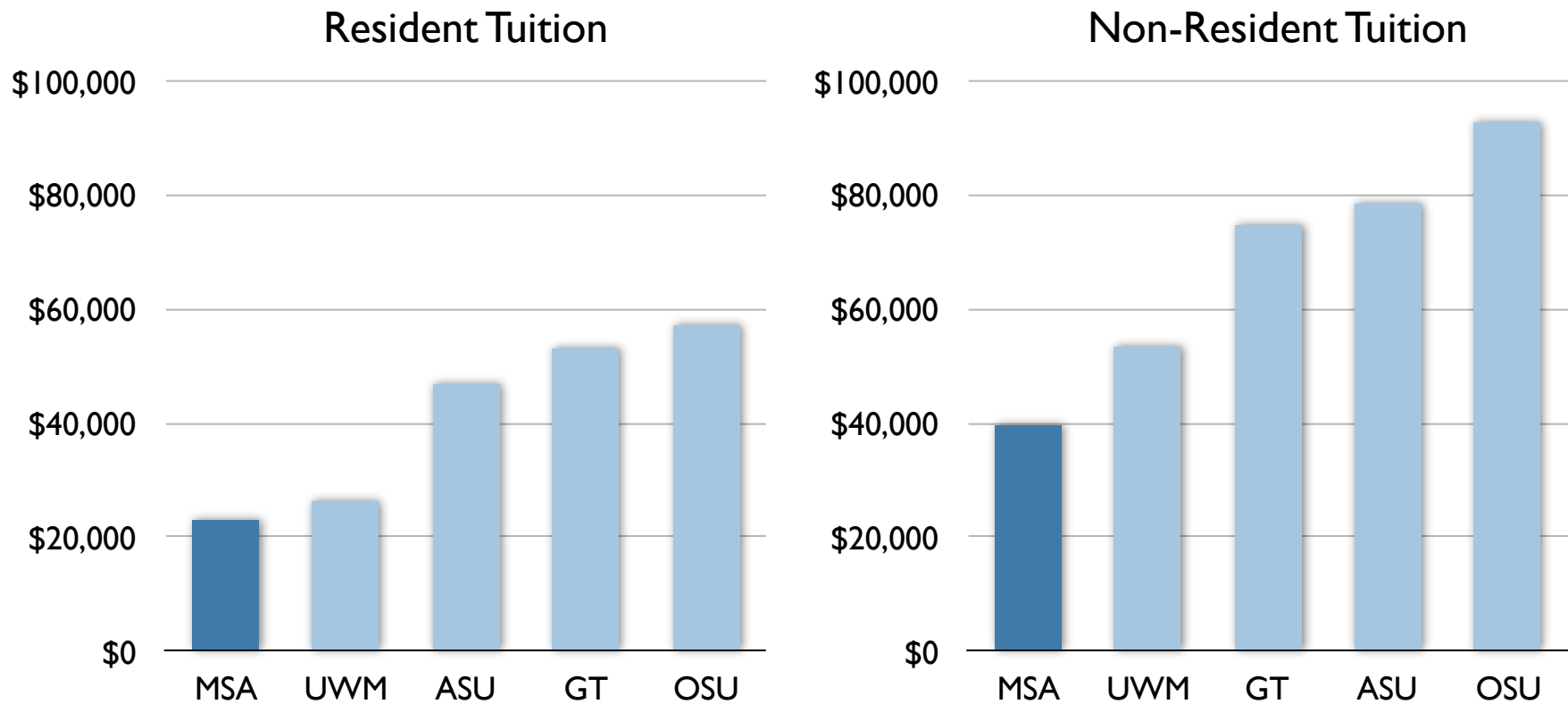


Source of MBA data: *US News and World Report*, March 2014.

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TOP MBA PROGRAMS – TOTAL COST OF TUITION

(The 4 highest ranking full-time MBA programs with similar cohort size to MSA)

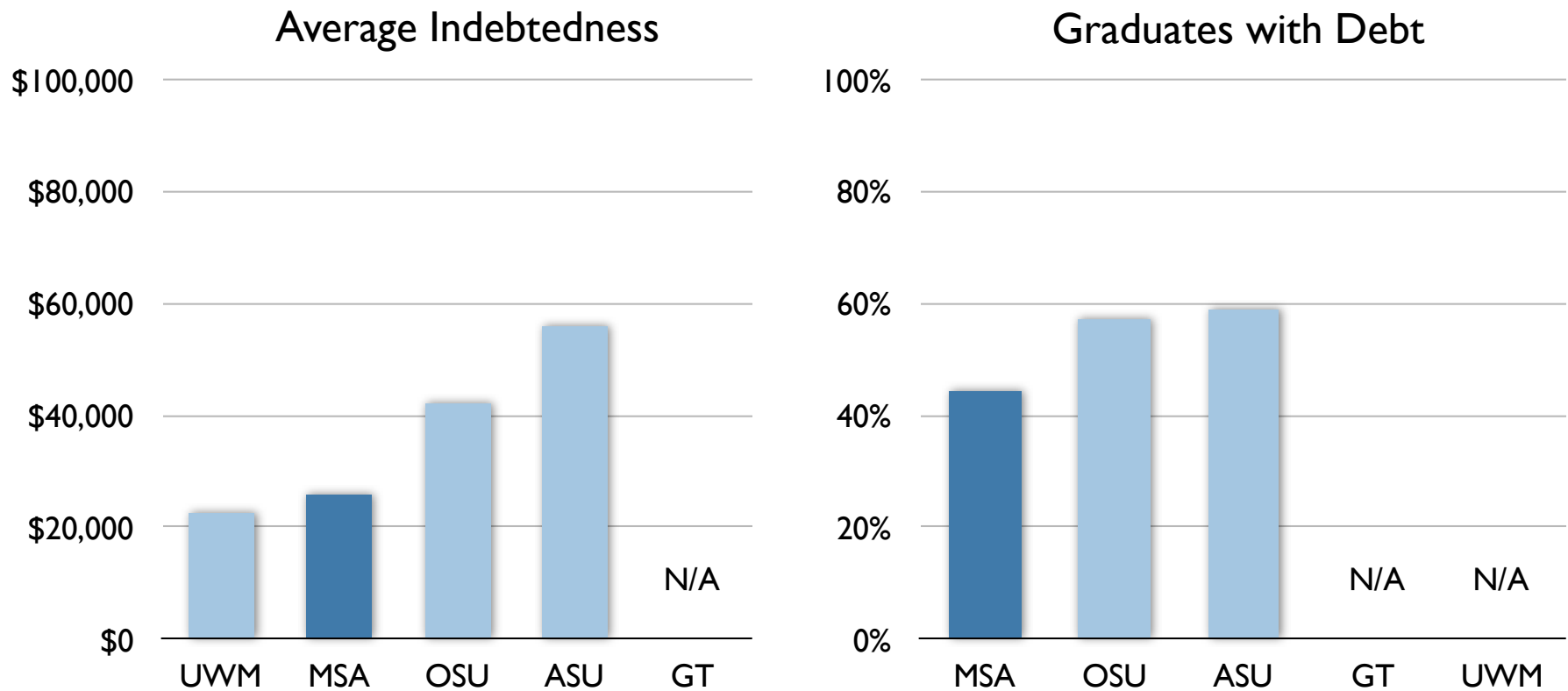


Source of MBA data: *US News and World Report*, March 2014.

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TOP MBA PROGRAMS – STUDENT DEBT

(The 4 highest ranking full-time MBA programs with similar cohort size to MSA)

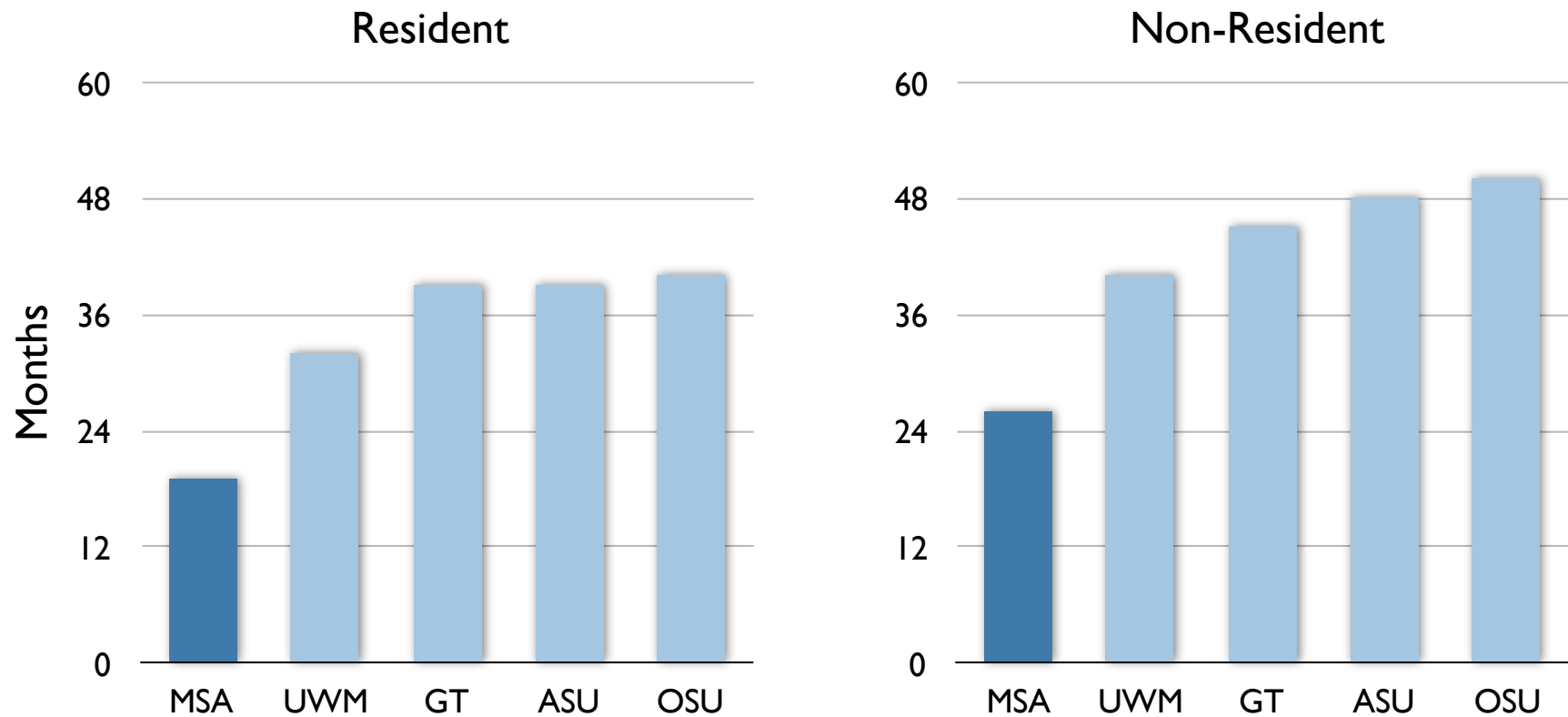


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TOP MBA PROGRAMS – PAYBACK PERIOD

(The 4 highest ranking full-time MBA programs with similar cohort size to MSA)



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

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Source of MBA data: *US News and World Report*, March 2014. The MBA duration is 2 years. The average pre-MBA salary is estimated conservatively at \$55,000/year. The average summer intern salary is estimated at 1/6th of the post-MBA salary.

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