

MASTER OF SCIENCE IN ANALYTICS

MBA Benchmark Study 2015

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• June 2015 •

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 several 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 2015 are the top-5 highest-ranked public university MBA programs with similar cohort sizes to the MSA program enrolling between 60 and 120 students (115 students were enrolled in the MSA Class of 2015):

- Arizona State University
- Georgia Tech
- Ohio State University
- University of Washington
- 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.

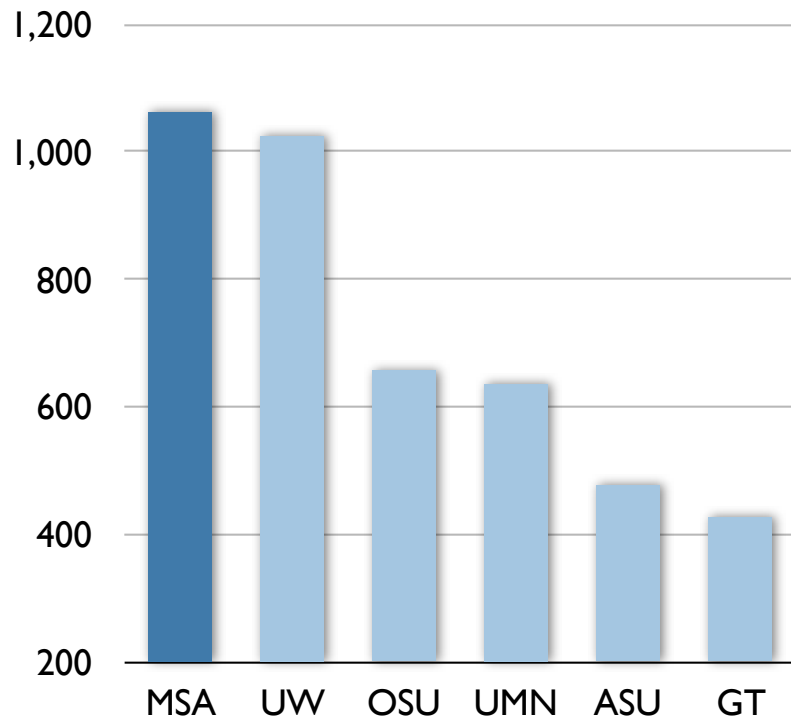
Top MBA programs at public universities ranked by *U.S. News* in 2015:

1. University of California–Berkeley (#7 in overall ranking)
2. University of Virginia (#10)
3. University of Michigan–Ann Arbor (#11)
4. University of California–Los Angeles (#16)
5. University of Texas–Austin (#17)
6. University of North Carolina–Chapel Hill (#18)
7. Indiana University (#21)
8. University of Washington (#23)
9. University of Minnesota (#27)
10. Arizona State University (#30)
11. Georgia Institute of Technology (#30)
12. Ohio State University (#30)

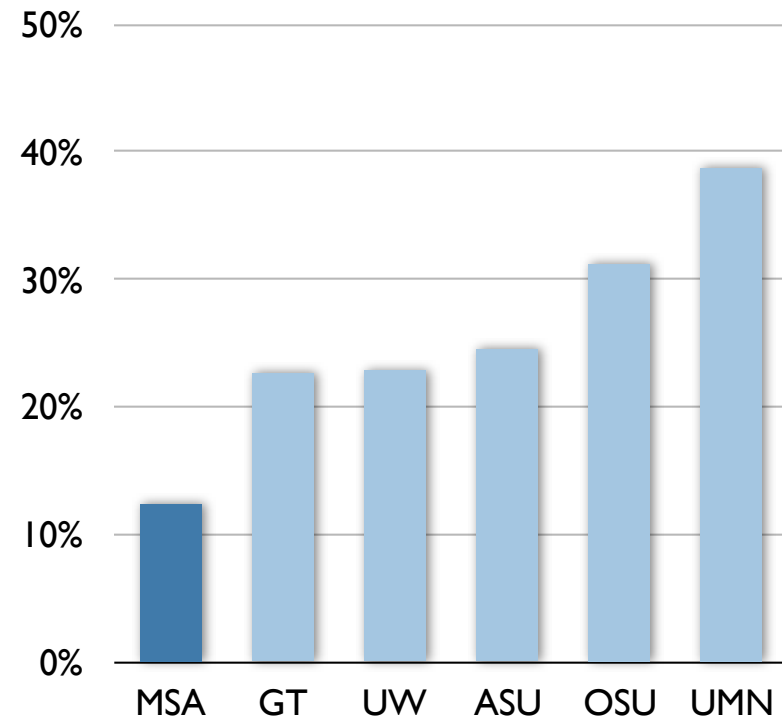
*Highest ranked
public university
MBA programs
with similar cohort
sizes to MSA
(60-120 students)*

TOP MBA PROGRAM – ADMISSIONS

Applicants



Acceptance Rate

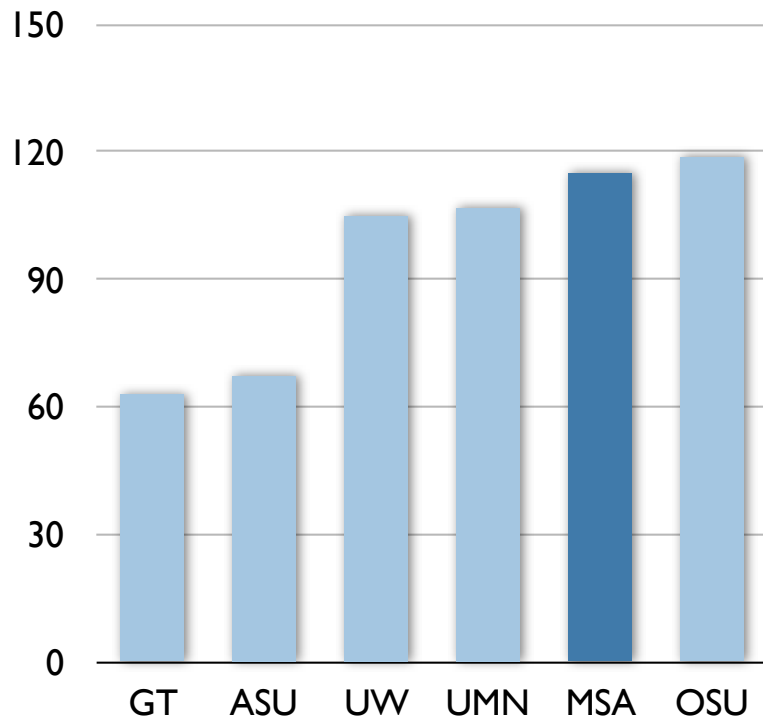


Arizona State (ASU)
 Georgia Tech (GT)
 Minnesota (UMN)
 Ohio State (OSU)
 Washington (UW)

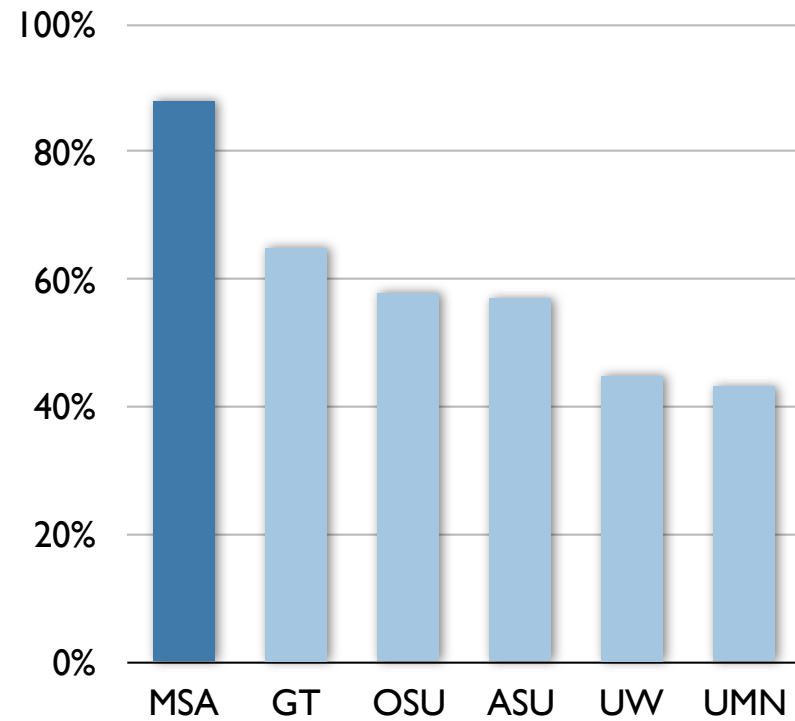
Source of MBA data: *US News and World Report*, March 2015.

TOP MBA PROGRAM – ADMISSIONS

Annual Enrollment



Enrollment Rate

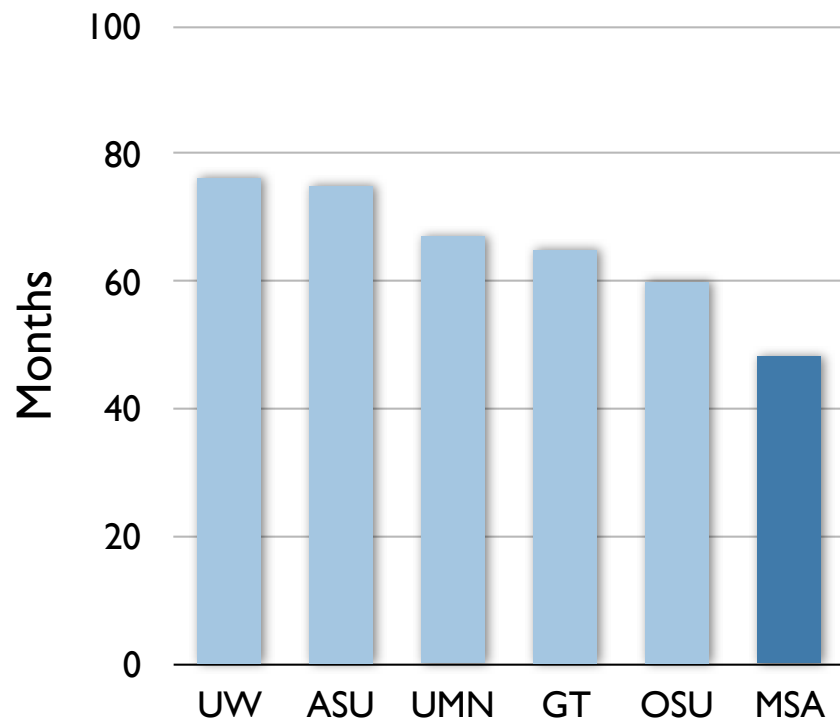


Arizona State (ASU)
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 Ohio State (OSU)
 Washington (UW)

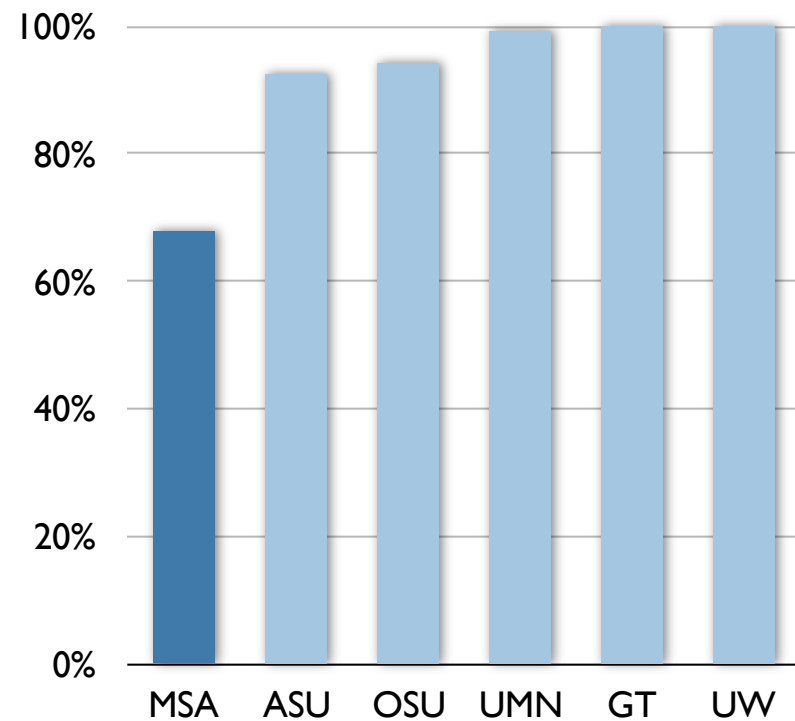
Source of MBA data: *US News and World Report*, March 2015.

TOP MBA PROGRAM – ADMISSIONS

Average Work Experience



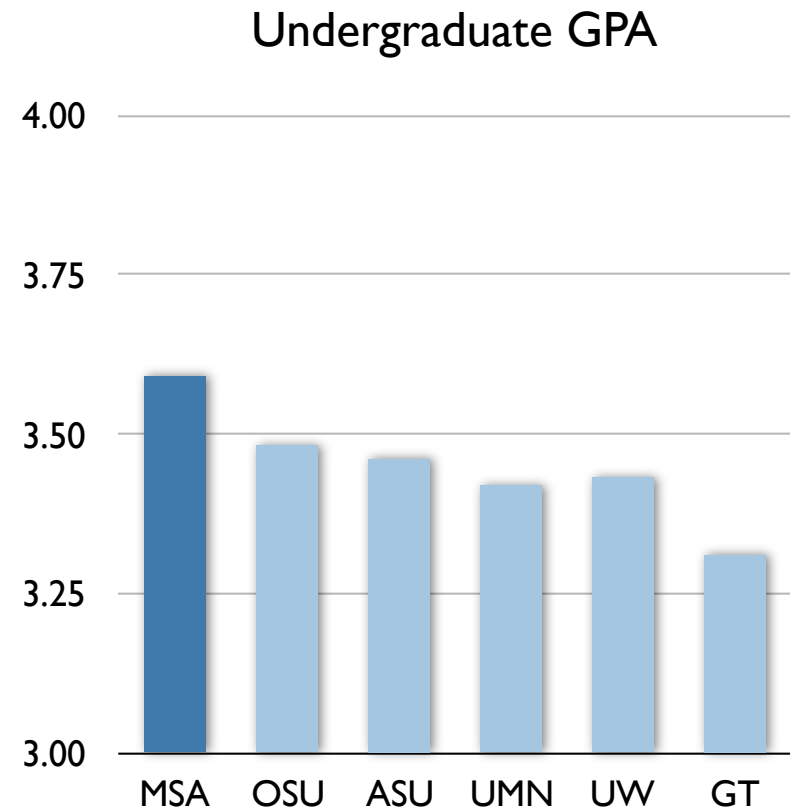
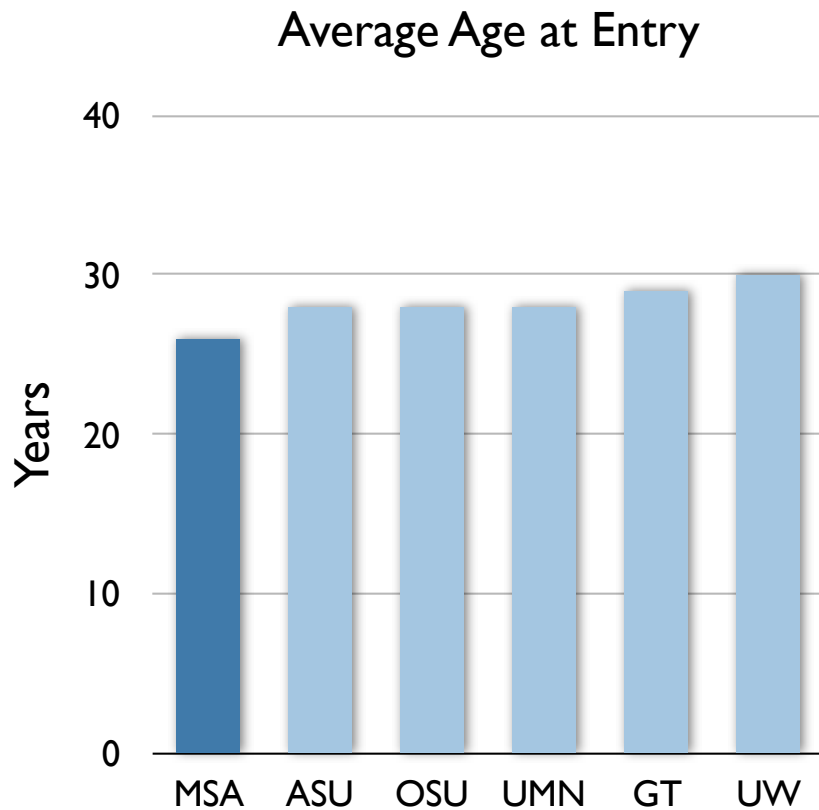
Prior Work Experience



Arizona State (ASU)
 Georgia Tech (GT)
 Minnesota (UMN)
 Ohio State (OSU)
 Washington (UW)

Source of MBA data: *US News and World Report*, March 2015.

TOP MBA PROGRAM – ADMISSIONS

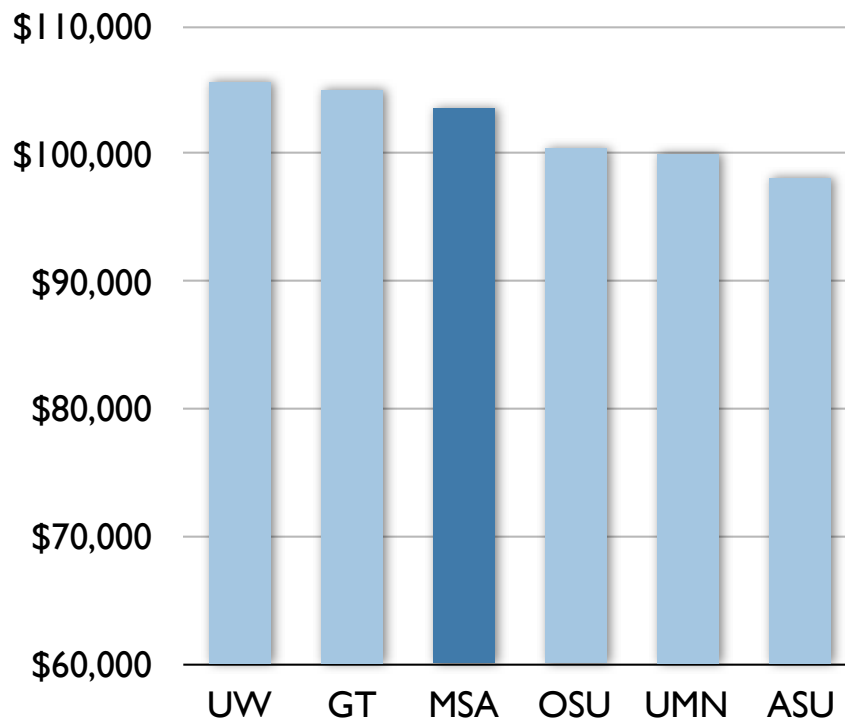


Arizona State (ASU)
Georgia Tech (GT)
Minnesota (UMN)
Ohio State (OSU)
Washington (UW)

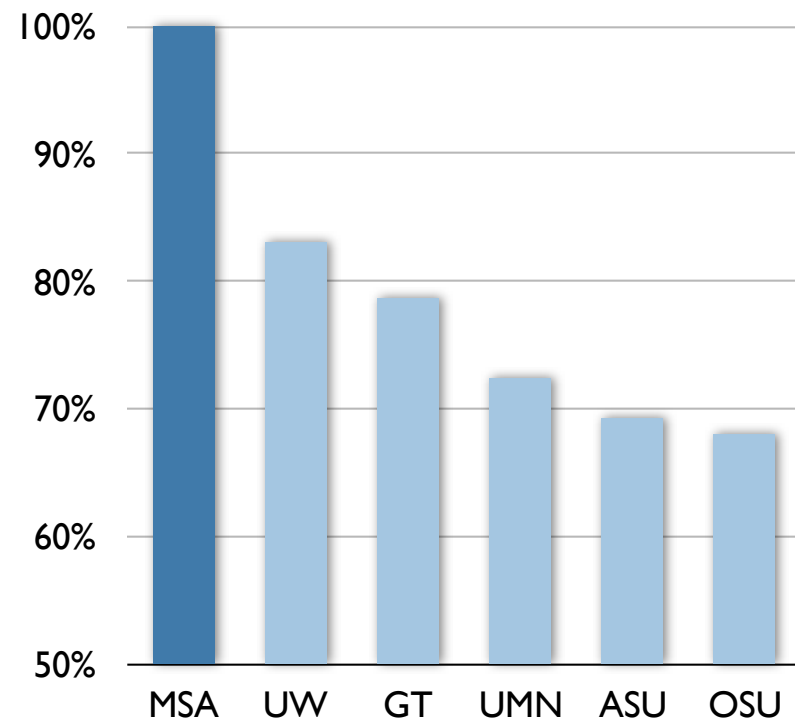
Source of MBA data: *US News and World Report*, March 2015.

TOP MBA PROGRAM – STUDENT OUTCOMES

Average Base Salary



Placement Rate by Graduation

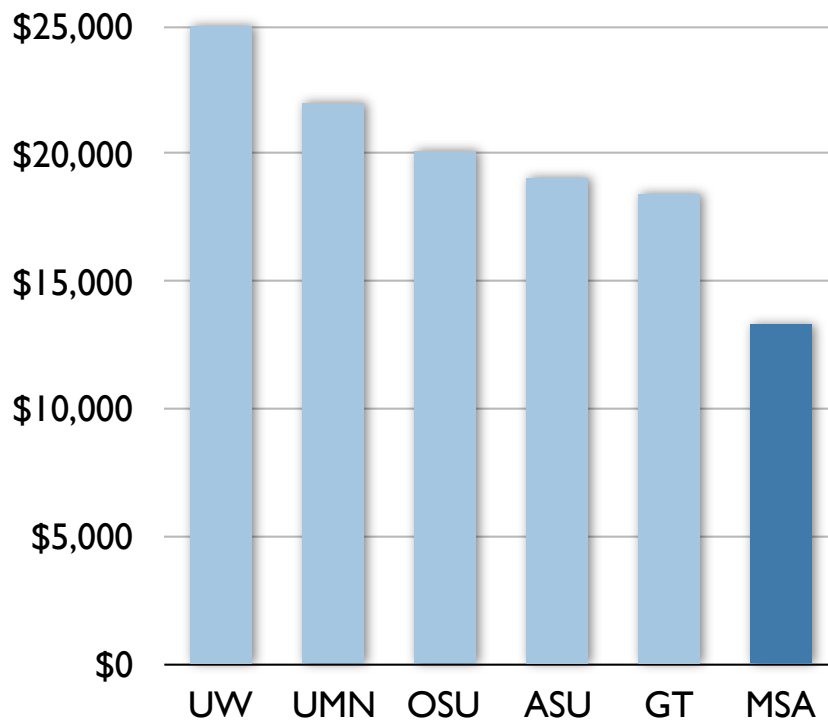


Source of MBA data: *US News and World Report*, March 2015.
MSA data based on experienced candidates.

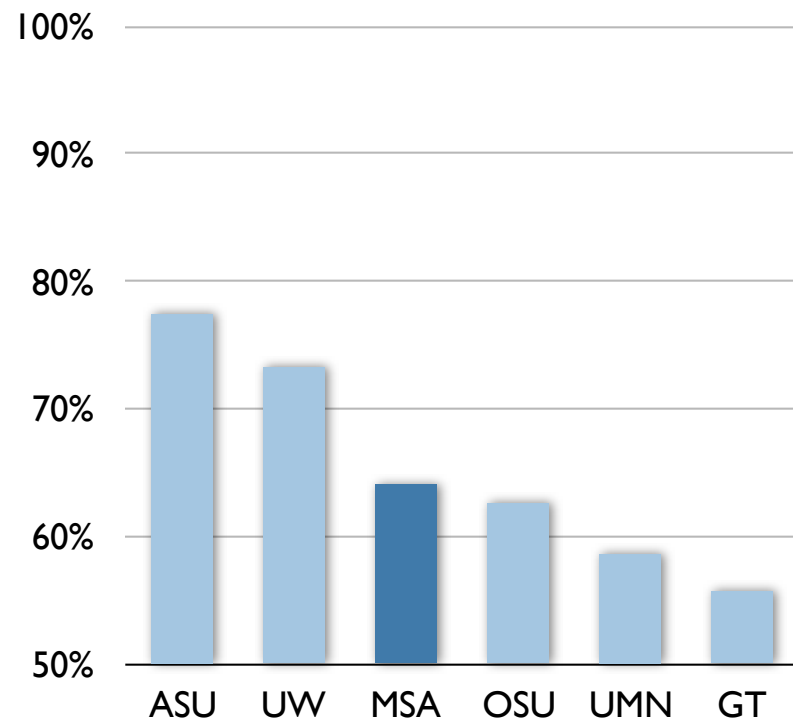
Arizona State (ASU)
Georgia Tech (GT)
Minnesota (UMN)
Ohio State (OSU)
Washington (UW)

TOP MBA PROGRAM – STUDENT OUTCOMES

Signing Bonus



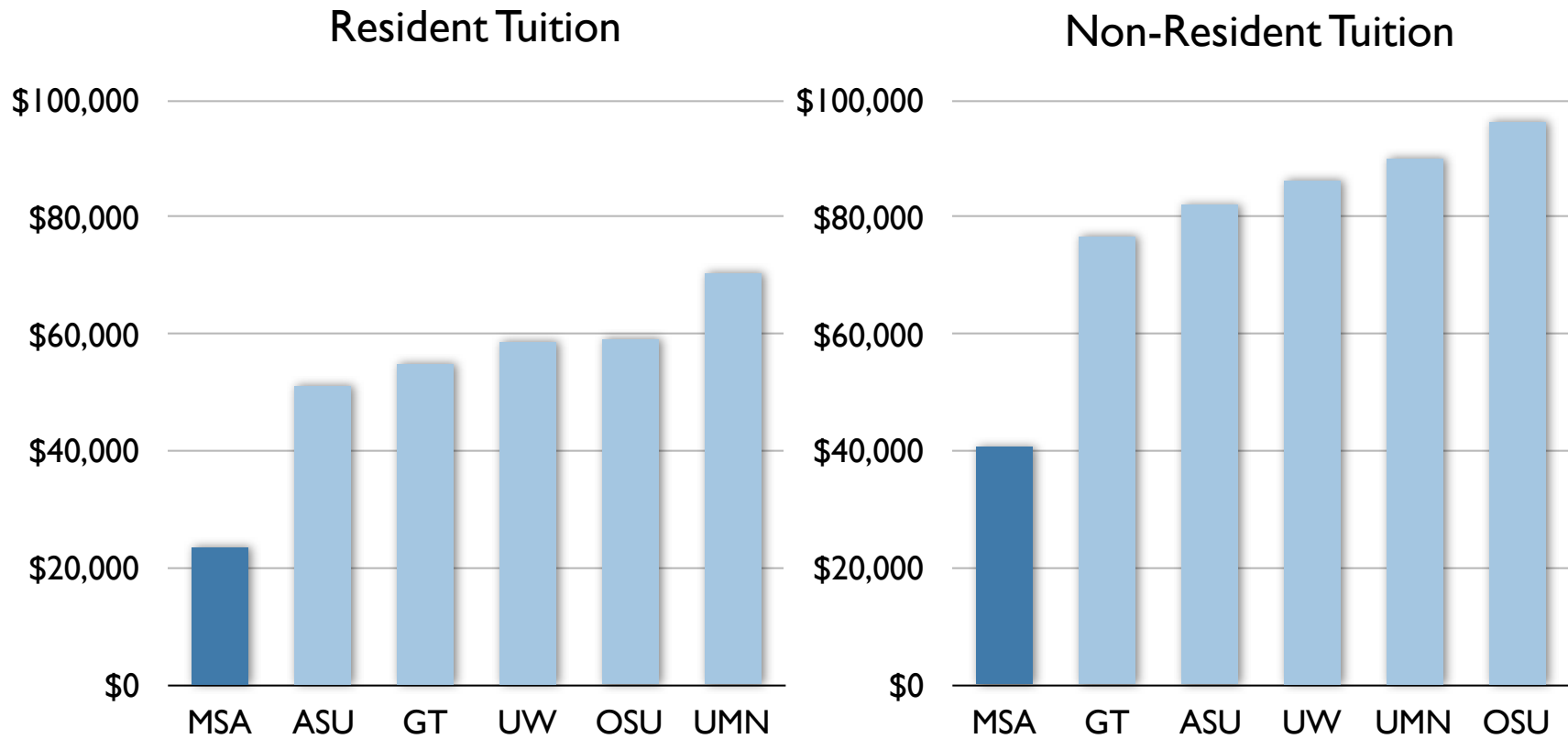
Percent with Bonus



Arizona State (ASU)
 Georgia Tech (GT)
 Minnesota (UMN)
 Ohio State (OSU)
 Washington (UW)

Source of MBA data: *US News and World Report*, March 2015.

TOP MBA PROGRAM – COST OF TUITION

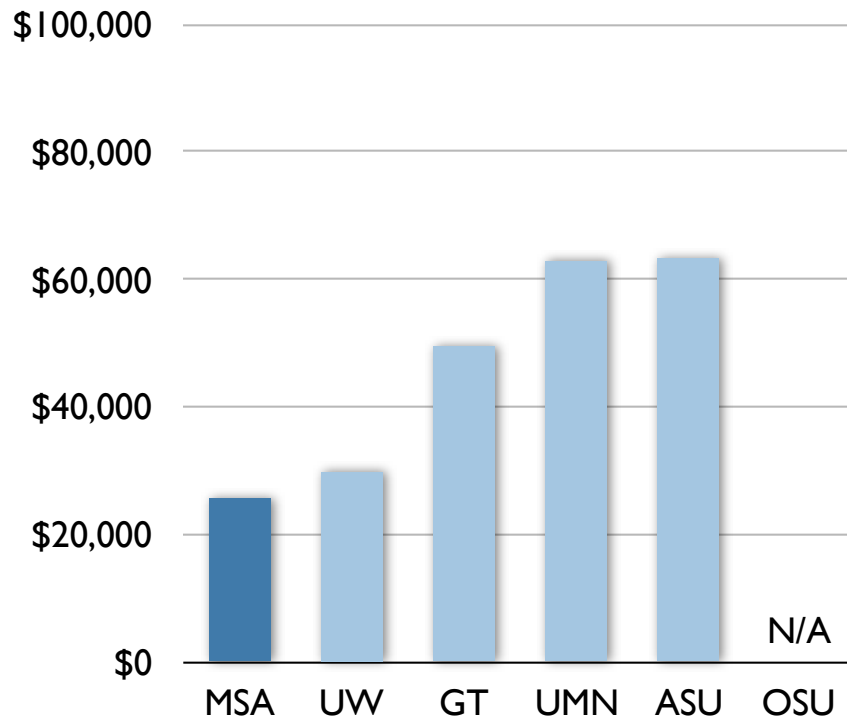


Arizona State (ASU)
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 Washington (UW)

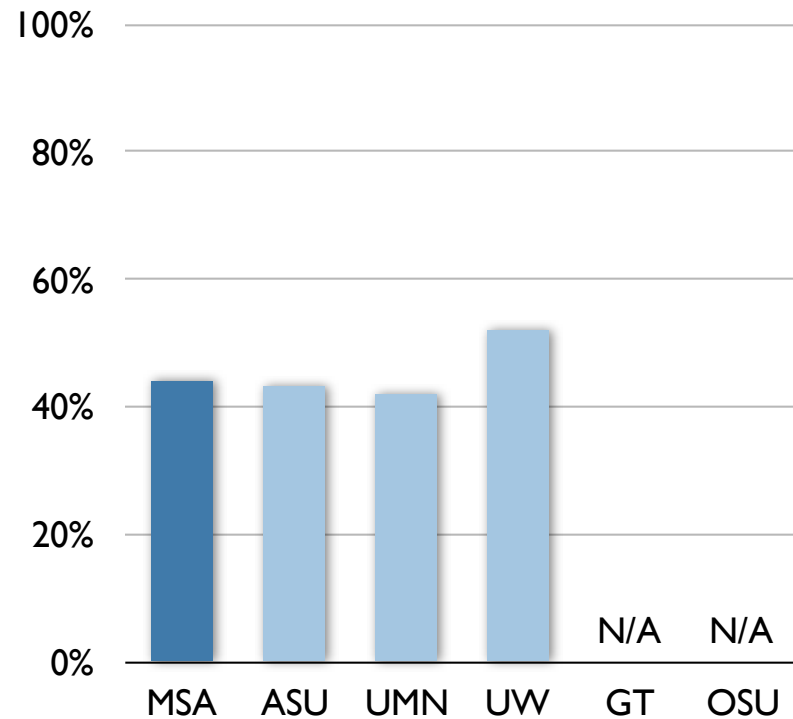
Source of MBA data: *US News and World Report*, March 2015.

TOP MBA PROGRAM – STUDENT DEBT

Average Indebtedness



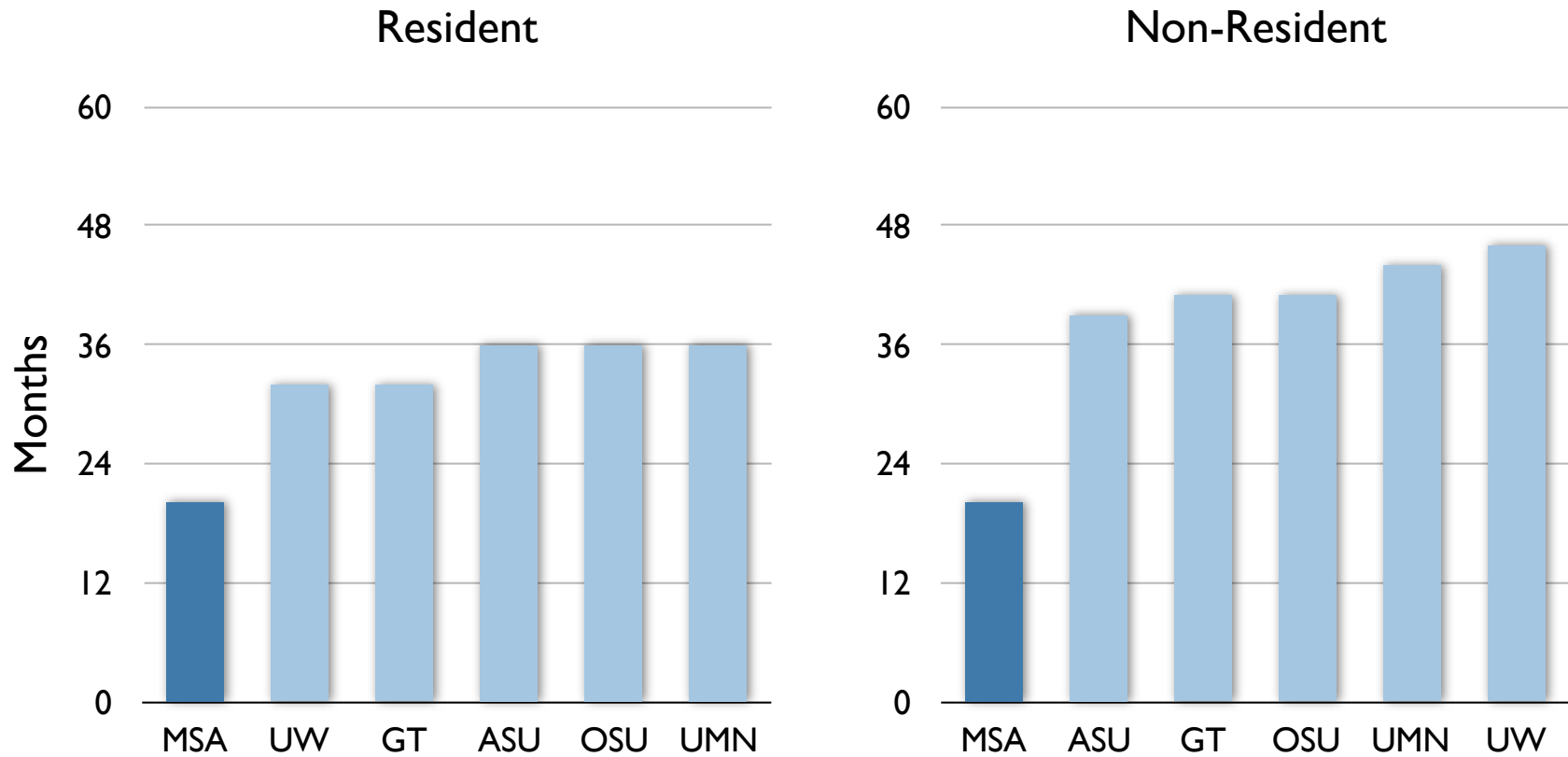
Graduates with Debt



Arizona State (ASU)
 Georgia Tech (GT)
 Minnesota (UMN)
 Ohio State (OSU)
 Washington (UW)

Source of MBA data: *US News and World Report*, March 2015.

TOP MBA PROGRAM – ROI PAYBACK PERIOD



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

Arizona State (ASU)
Georgia Tech (GT)
Minnesota (UMN)
Ohio State (OSU)
Washington (UW)

Source of MBA data: *US News and World Report*, March 2015. 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>