Institute for ADVANCED ANALYTICS

MASTER OF SCIENCE IN ANALYTICS

MBA Benchmark Study 2016

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http://analytics.ncsu.edu

• June 2016 •

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

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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 is 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.

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MBA BENCHMARK STUDY

Selected for comparison in 2016 are the top-4 highest-ranked public university MBA programs with similar cohort sizes to the MSA program enrolling between 85 and 130 students (115 students were enrolled in the MSA Class of 2016):

- Ohio State University
- University of Minnesota
- 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.

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Top MBA programs at public universities ranked by *U.S. News* in 2016:

7. University of California–Berkeley
11. University of Virginia
12. University of Michigan–Ann Arbor
15. University of California–Los Angeles
16. University of North Carolina–Chapel Hill
16. University of Texas–Austin
22. Indiana University

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

27. Ohio State University
27. University of Minnesota
27. University of Washington
27. University of Wisconsin–Madison

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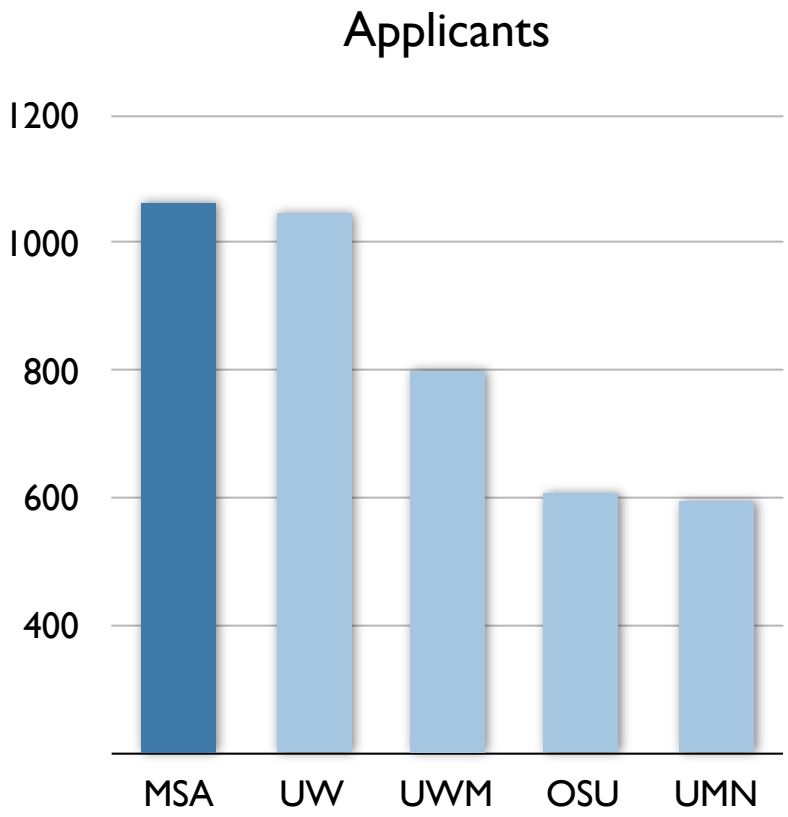
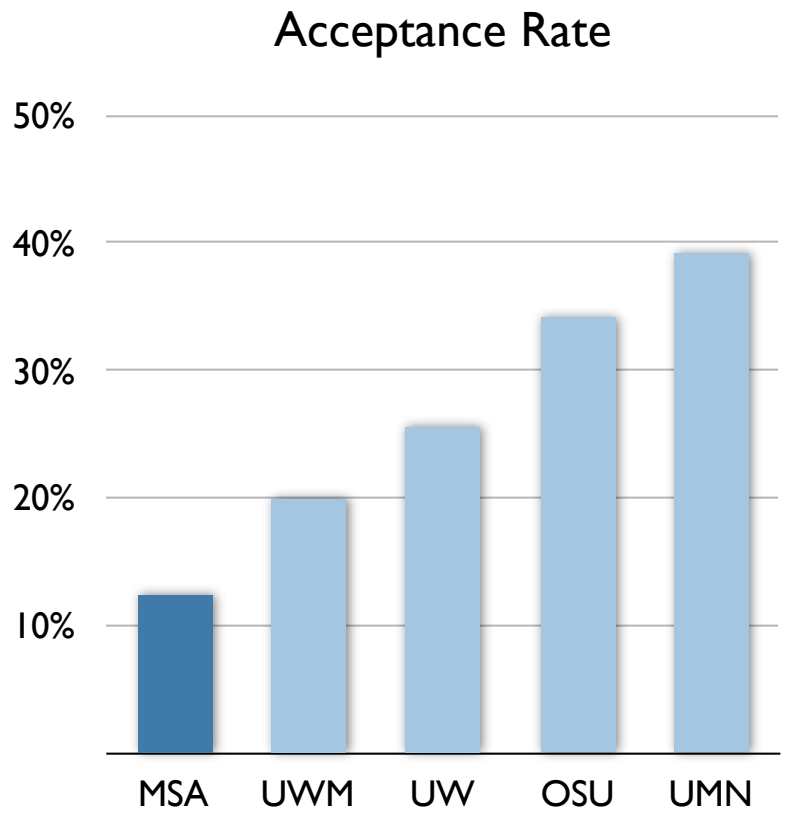
TOP FULL-TIME MBA PROGRAM – ADMISSIONS





Source of MBA data: *US News and World Report*, March 2016.

U Minnesota (UMN)
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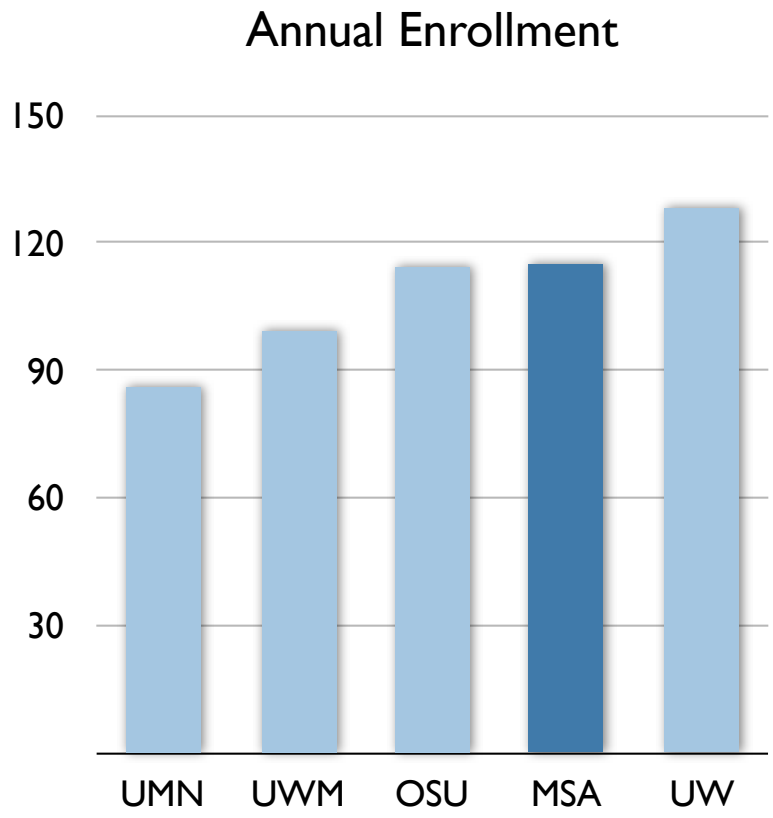
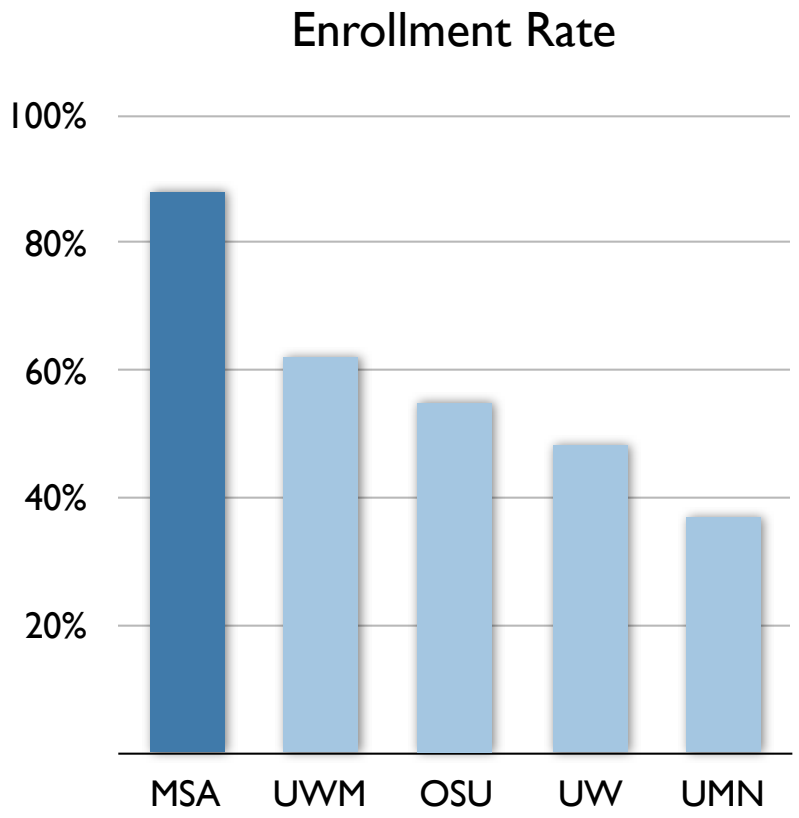
TOP FULL-TIME MBA PROGRAM – ADMISSIONS





Source of MBA data: *US News and World Report*, March 2016.

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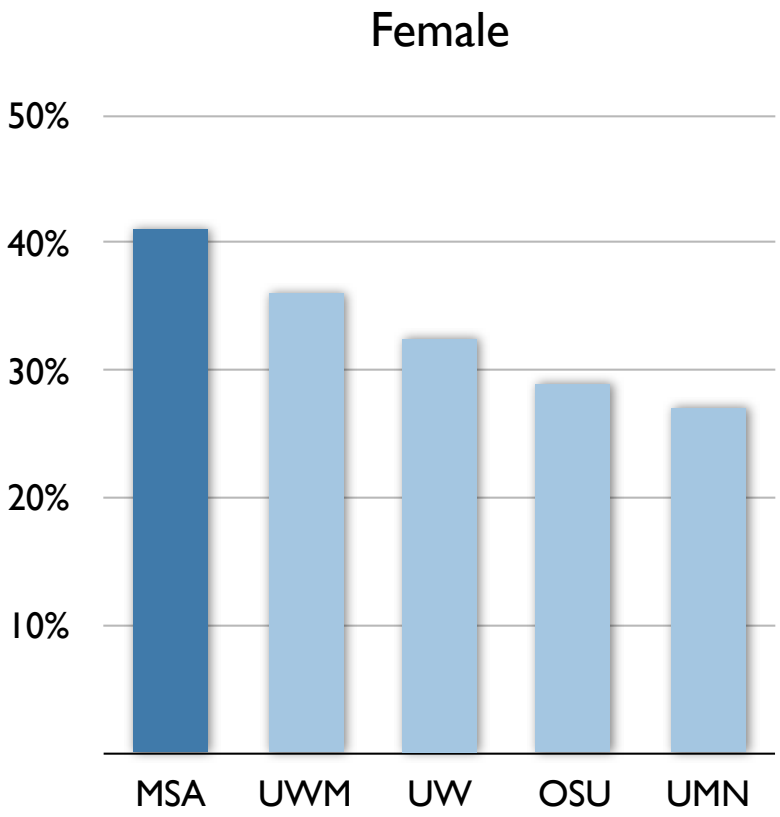
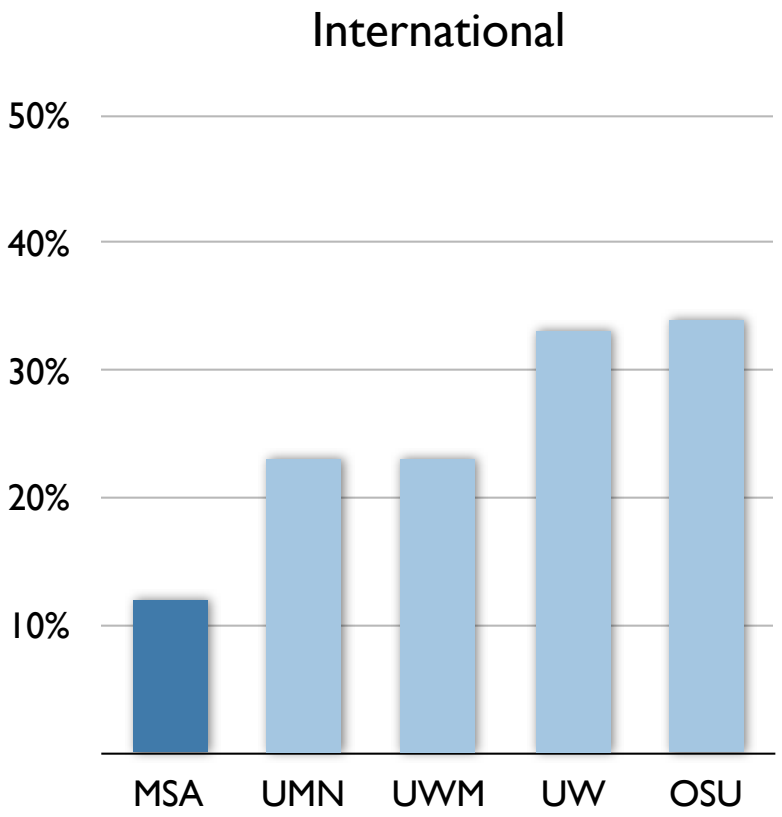
TOP FULL-TIME MBA PROGRAM – STUDENT DEMOGRAPHICS





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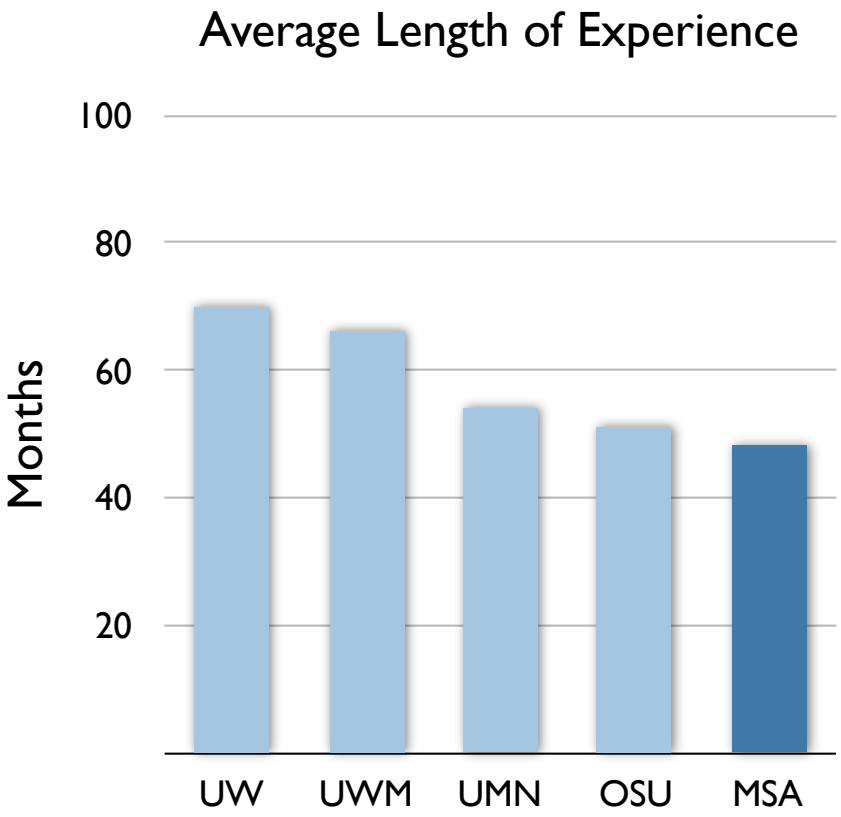

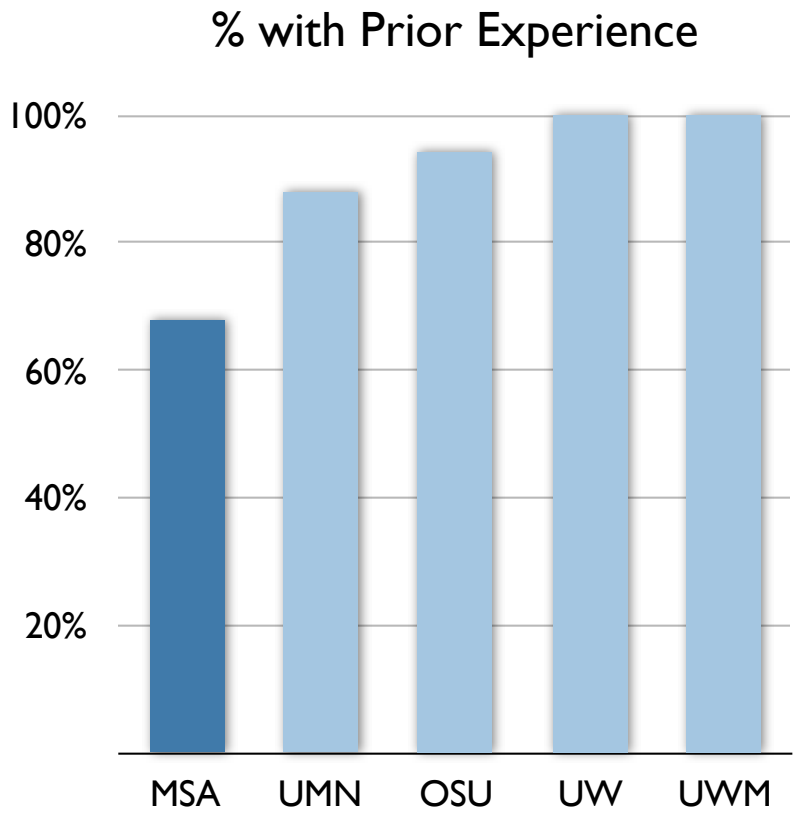

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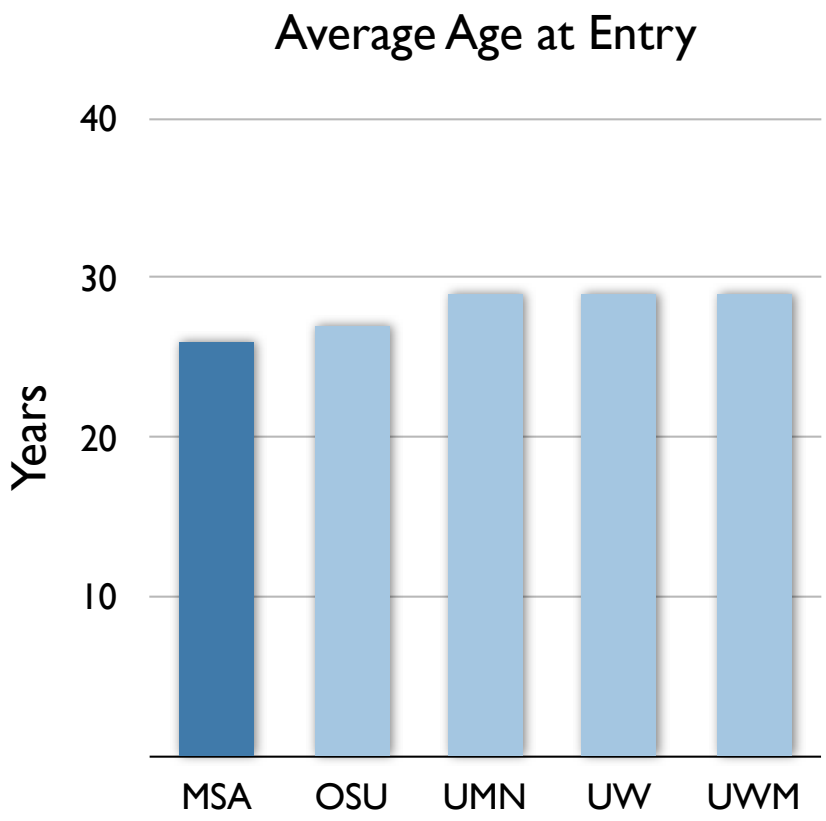

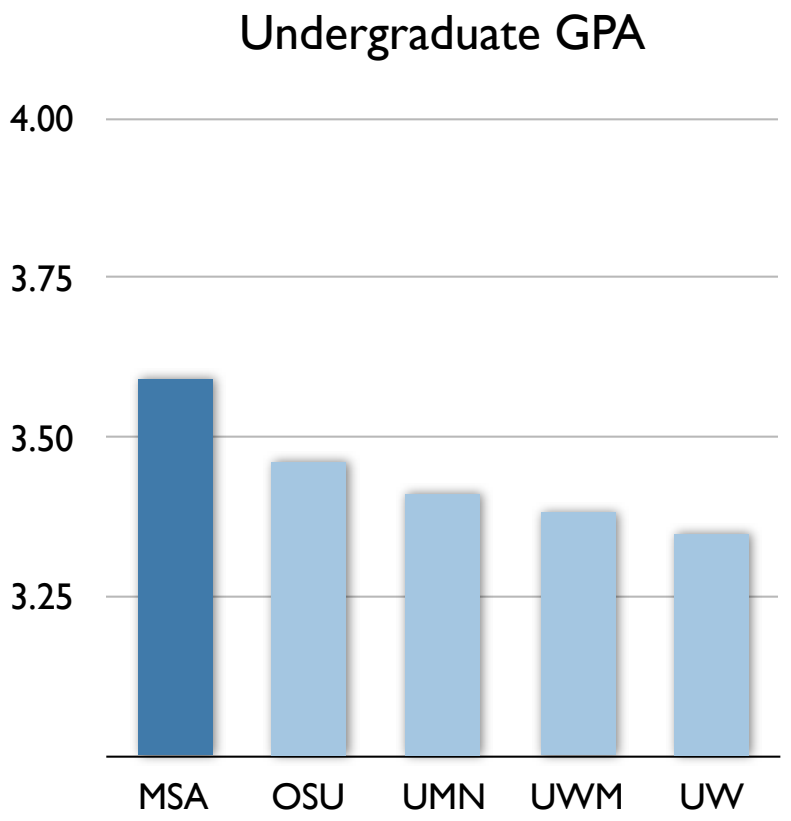

Source of MBA data: *US News and World Report*, March 2016.

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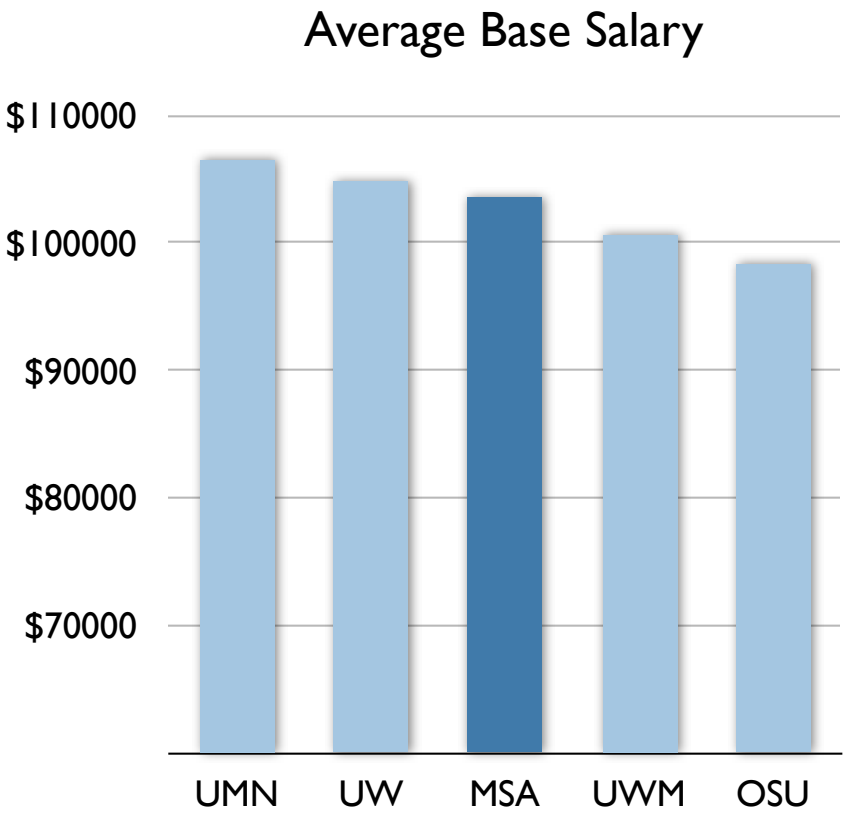
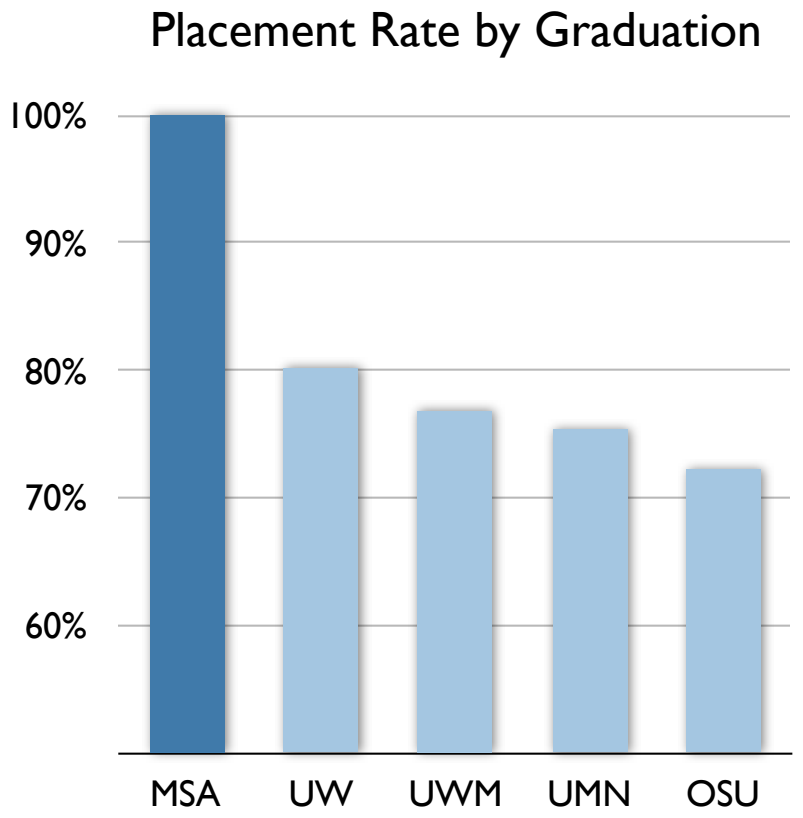
TOP FULL-TIME MBA PROGRAM – STUDENT OUTCOMES





Source of MBA data: *US News and World Report,* March 2016.
MSA data based on experienced candidates.

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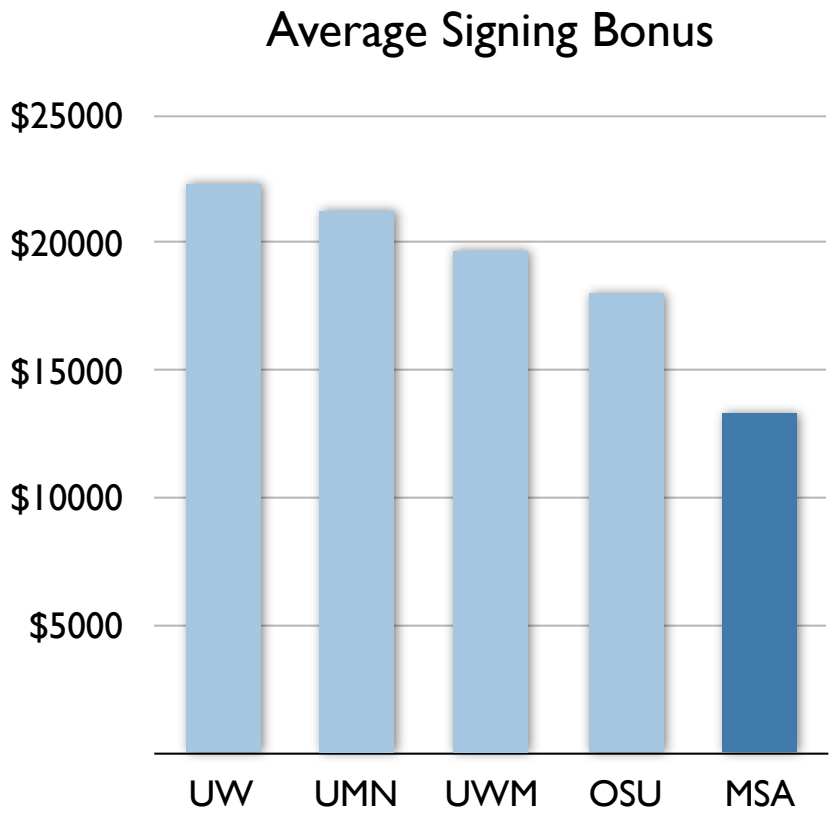
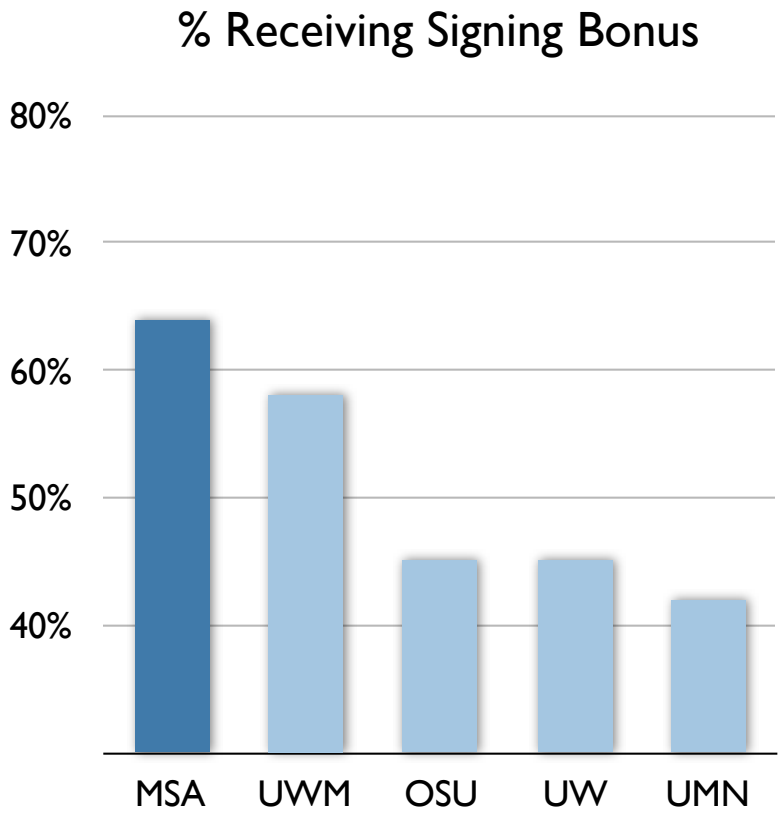
TOP FULL-TIME MBA PROGRAM – STUDENT OUTCOMES





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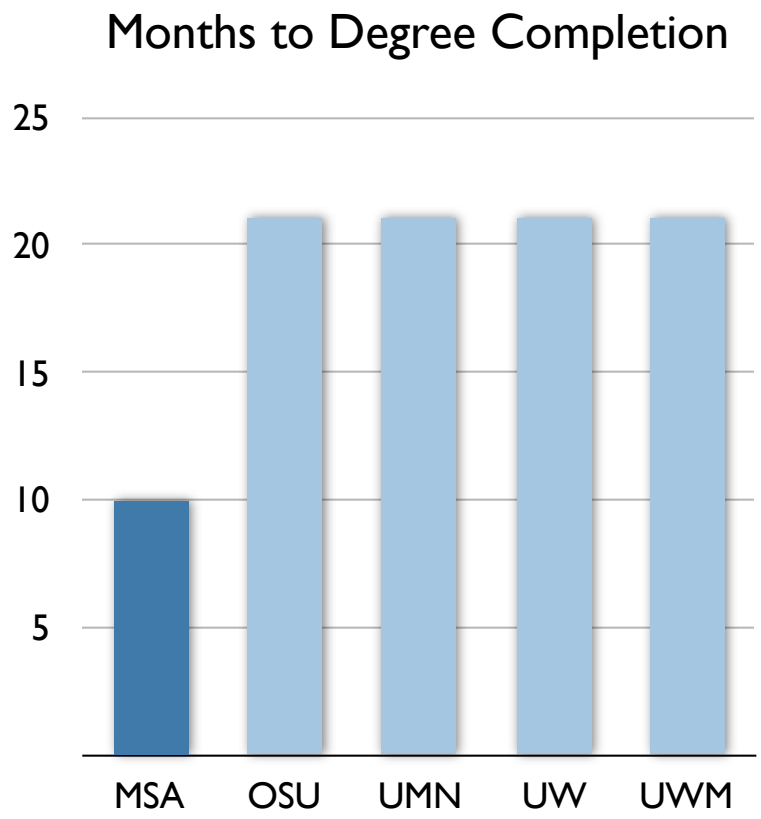

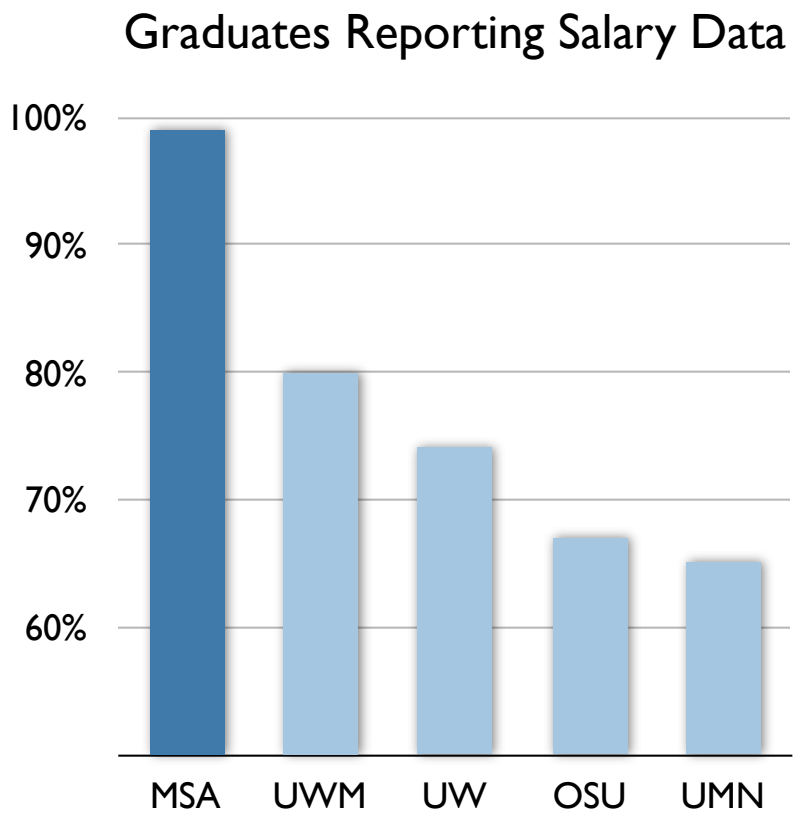

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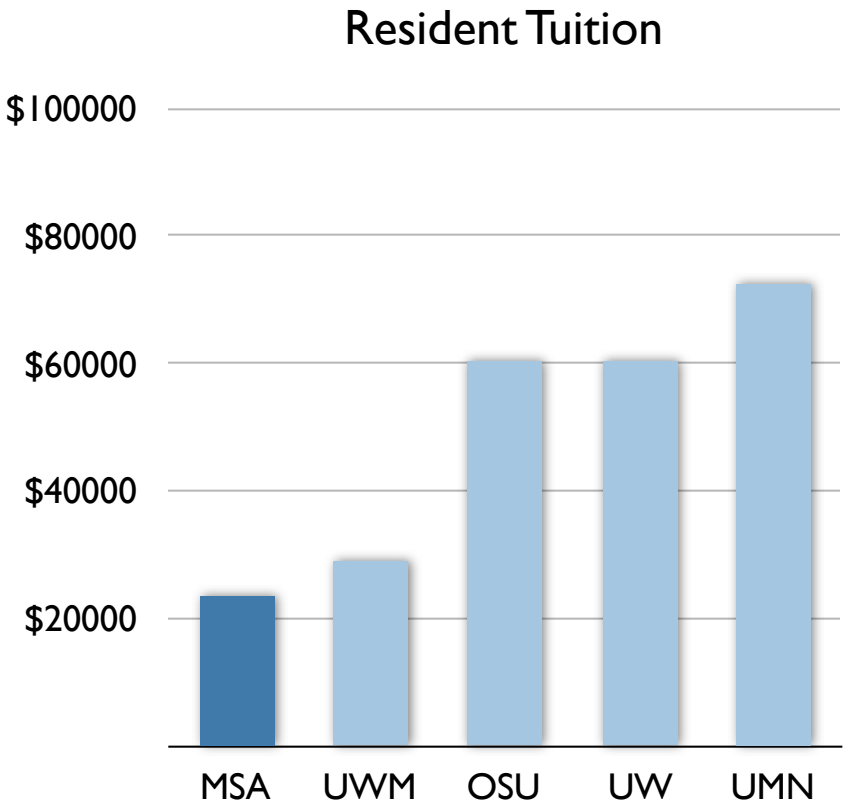
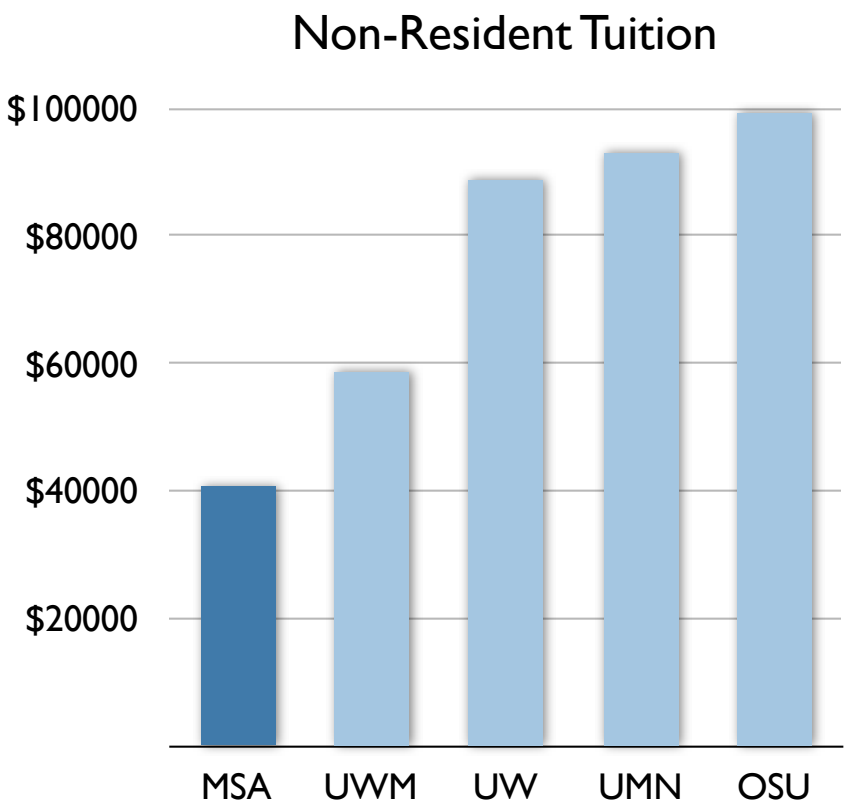
TOP FULL-TIME MBA PROGRAM – COST OF TUITION





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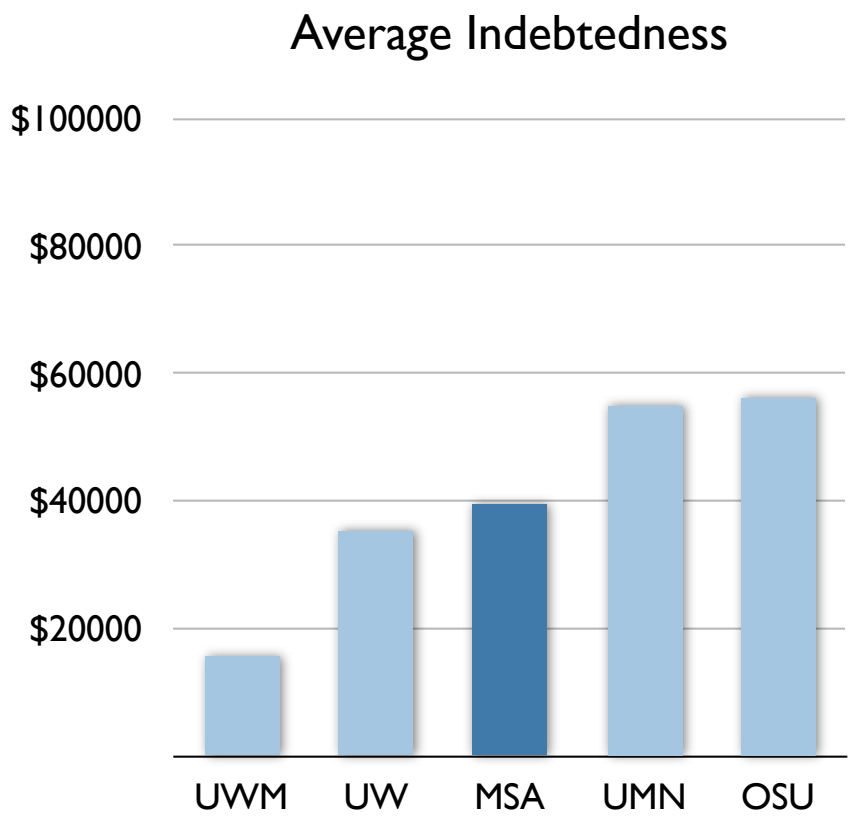
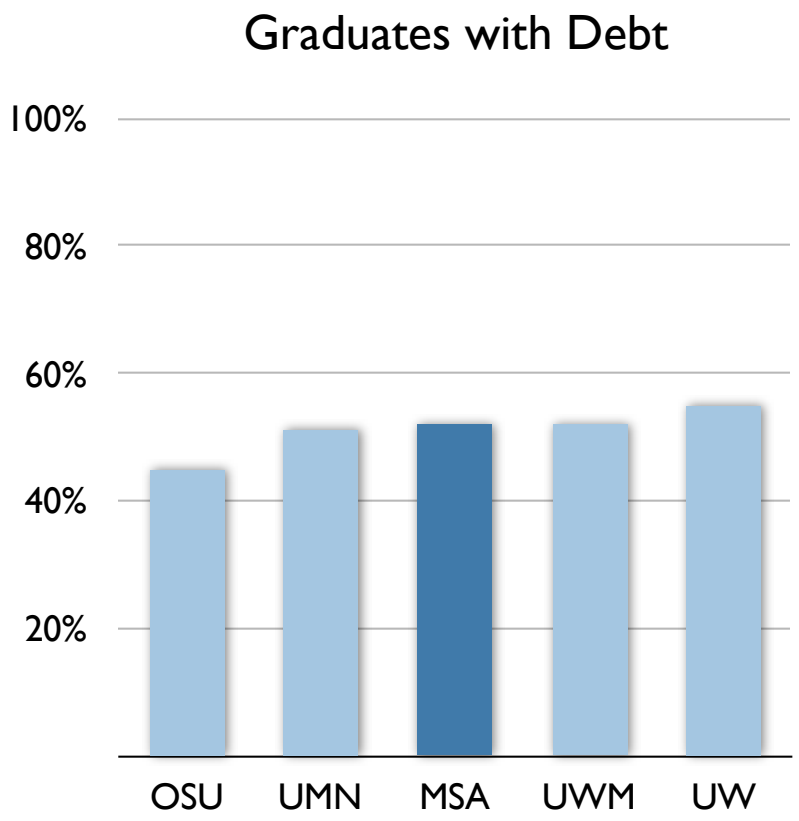
TOP FULL-TIME MBA PROGRAM – STUDENT DEBT





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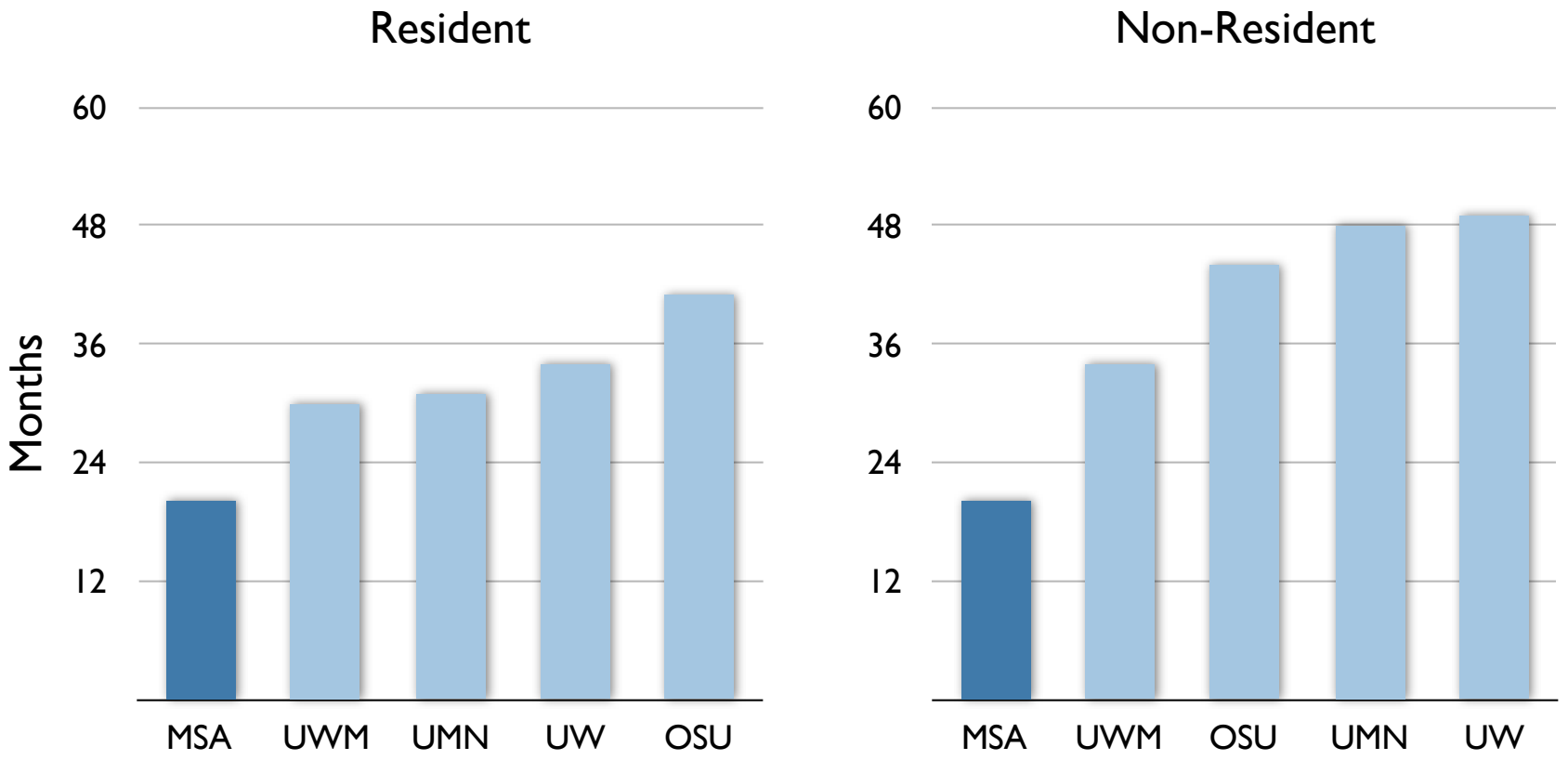
TOP FULL-TIME MBA PROGRAM – ROI PAYBACK PERIOD



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

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Source of MBA data: *US News and World Report*, March 2016. The MBA duration is 2 years. The average pre-MBA salary is estimated conservatively at $57,500/year. The average summer intern salary is estimated at 1/6th of the post-MBA salary.

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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