BUSINESS ANALYTICS
AND MANAGEMENT SCIENCE
Create value as a data-driven leader.

Today's digital economy requires leaders and specialists who are expert in collecting large amounts of data and transforming it into actionable insights to drive positive business results. Through the concentration, students gain a strong understanding of business-relevant math and science concepts, learn to navigate large volumes of data, and determine how to apply this knowledge in a diverse set of business functions.

EDUCATIONAL RESOURCES

World-class Faculty
The concentration's curriculum is led by academic and industry leaders who have extensive practical experience with the world's leading technology-based and data-driven companies. Our faculty leverage their direct experience advising companies on current data analysis trends and cutting-edge technologies in order to bring current and relevant lessons to the classroom.

Business Technology Club
The student-led Business Technology Club (BTC) provides opportunities to interact with leading employers through career treks, practical insights on potential careers, peer learning and collaboration. The BTC also partners with local technology companies to offer mentoring to students.

SELECT COURSES OFFERED

- » Behavior Economics and Decision Making
- » Business Modeling: Prescriptive Analytics*
- » Business Statistics and Data Analytics*
- » Customer Journeys*
- » Data Analytics and Decision Making*
- » Data Analytics: Tools and Opportunities*
- » Data Science and Artificial Intelligence in Business*
- » Digital Marketing and Social Media
- » Healthcare Analytics
- » Introduction to Python for Business Analytics
- » Investments
- » Investments I: Advanced Quantitative Analysis
- » Investments II
- » Marketing Research: Machine Learning for Consumer Insights*
- » Pricing
- » Quantitative Methods
- » Service Operations and Revenue Analytics
- » Thinking and Communicating with Data
- » Value Chain Innovation: Technology, Data, and Analytics

*Required core courses
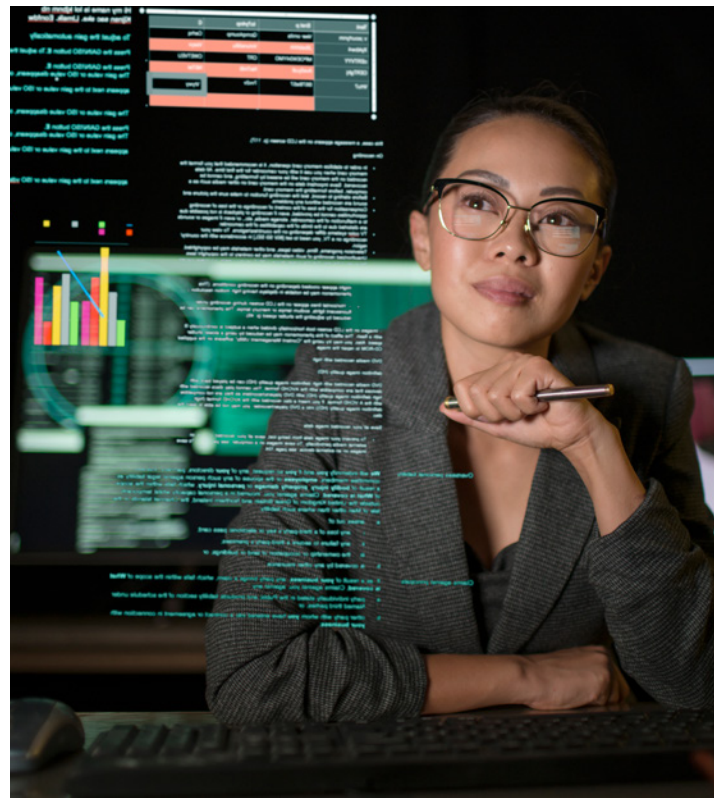
EXPERIENTIAL LEARNING

National Case Competitions
MBA students participate in numerous national and international consulting case competitions each year. Case competitions provide students with a chance to apply their industry and business knowledge and to present solutions to pressing business issues. They also provide a forum to network with peers and professionals.

Consulting Projects
UNC Kenan-Flagler's STAR program provides hands-on learning and consulting skills. With support of a faculty advisor, students work on business challenges and strategies with real companies. Recent participating firms include NASCAR, Panera Bread, Chili's, ESPN, GE, Lenovo and Eli Lilly.

> "Today's managers are inundated with data that comes in large volume at immense velocity and in diverse, structured and unstructured forms. Our graduates develop a deep understanding of business problems and the analytical skills to make informed, data-driven strategic decisions."
>
> **Rajdeep Grewal**
> **Townsend Family Distinguished Professor of Marketing Concentration**
> **Co-Leader for Business Analytics and Management Science**

UNC KENAN-FLAGLER BUSINESS SCHOOL
Full-Time MBA

mba.unc.edu/bams
For more information: mba_info@unc.edu

PROFESSIONAL AND CAREER DEVELOPMENT

UNC Kenan-Flagler has numerous resources for students pursuing careers at the crossroads of technology, data, and business.

Career Coaching
With the support of dedicated career coaches, students get access to:
- One-on-one coaching
- Career programming that aligns with their professional goals
- Assistance with alumni and recruiter networking

Recruiting Support
Our employer engagement specialists manage relationships with firms across industries such as energy, retailing, consumer packaged goods, fintech, biotechnology and healthcare to continually work to expand the roster of companies that recruit UNC Kenan-Flagler MBA graduates focused on the importance of data in the modern business landscape.

"The explosion in the availability of data has enabled organizations to collect a wealth of information for their business operations. This concentration is designed to develop problem-solving skills that improve students' ability to lead an organization through a wide variety of decision-making challenges – from rapid-fire problems requiring "quick and dirty" analysis, to strategic conundrums requiring extensive investigation. The tools learned in this concentration have practical applications in a significant variety of functional areas and industries."

Vinayak Deshpande
Professor and Area Chair of Operations and Mann Family Distinguished Scholar Concentration Co-Leader for Business Analytics and Management Science

RECRUITERS FROM ALL INDUSTRIES look for knowledge in business analytics to successfully analyze various types of information to make practical, data-driven business decisions.

CAREER PATHS
- » Product Management
- » Product Marketing Management
- » Strategy
- » Operations/Supply Chain/Procurement
- » Data Analysis
- » Sales
- » Consulting
- » Finance
- » Project Management
- » Human Resources
- » General Management

KEY EMPLOYERS
- » Amazon
- » Apple
- » Bank of America
- » Dell
- » Deloitte Consulting
- » Cisco
- » Google
- » Meta
- » Microsoft
- » Nvidia
- » Qualtrics
- » Quick Base
- » Salesforce
- » Tesla

COMPENSATION*

BASE SALARY   SIGNING BONUS   TOTAL

$140,490   + $33,422   = $173,912

*Mean compensation in 2024 for UNC Kenan-Flagler Full-Time MBA graduates