master of science in quantitative management: business analytics

DUKE FUQUA
SCHOOL OF BUSINESS

With the rise of big data and advances in digital technology, companies and organizations are relying more than ever on data to improve business outcomes and drive innovations. Given the value placed on data, there is an increasing demand for skilled individuals who can make data-based decisions and lead companies into the future.

25%
The projected growth in data analyst jobs between 2020-2030
Source: US Bureau of Labor Statistics

80+%
Companies who will be using big data by 2025
Source: World Economic Forum

10,000+
Job openings for analyst positions projected each year
Source: US Bureau of Labor Statistics

Designed for working professionals with strong quantitative backgrounds, Duke University's fully online Business Analytics program provides the business fundamentals and advanced data-analytics training needed for decision-making and managerial leadership of data analytics projects in today's business environments.

With our deep expertise at the intersection of business and analytics and our experience in educating managers using innovative learning models, combined with access to career resources and world-renowned faculty, Fuqua is uniquely positioned to provide the rigor, context, and network that will transform you into a high-demand expert in your field.

Typical Class Profile
3 year average

39 Class Size	**31** Average Age
7 Average Years of Work Experience	**40%** Students of Color
33% Women	**8** Countries Represented

Quick Facts

Start Date:
September 2024

Program Length:
19 months

Program Format:
Online

Style:
Cohort-based

Curriculum:
Business analytics

INDUSTRY INSIGHTS

"

The Duke MSQM program develops data analysts with broad business perspective, strong technical expertise, and a deep command of business communication. These are the kind of candidates that P&G and many other Fortune 100 companies seek out. The candidates' skill set applies to a wide range of functions and enables them to contribute at all levels within an organization."

DAVID TAYLOR
EXECUTIVE CHAIRMAN OF THE BOARD
P&G

Scan the QR Code for more information about the MSQM BA program.

master of science in quantitative management: business analytics

Program Format

Five 12-Week Terms Consisting of:

Off Campus

- A reading period before the start of classes each term; 3-4 courses per term

- A 12-week distance learning period combining self-paced assignments with virtual class sessions and team projects

- Virtual class sessions held each weekend during distance learning periods

On Campus

Travel to Duke's campus in Durham, NC for:

- A required 3-day orientation and team-building residency (subject to visa constraints) at the start of Term 1

- An optional mid-program, 2-day leadership intensive

- A second optional mid-program Data Visualization workshop

- Graduation ceremonies

ALUMNUS SPOTLIGHT

"I often find myself taking a different approach when encountering certain data-based decisions. Whether it's a more holistic business approach or considering potential confounders when I'm presented a model or data outcome, the MSQM degree has truly leveled up my data and strategic acumen."

**ROB BABUS, CLASS OF 2022
ANALYTICAL LEAD
GOOGLE**

Sample Curriculum

TERM 1	TERM 2	TERM 3	TERM 4	TERM 5
Programming for Data Analytics	Data Analytics & Applications	Advanced Data Analytics & Applications	Operations Management	Empirical Analysis for Business Strategy
Applied Probability and Statistics	Business Fundamentals: Accounting & Finance	Financial Risk Management	Decision Models	Navigating Organizations
Managerial Economics	Business Fundamentals: Marketing & Strategy	Digital Marketing	Fraud Analytics	Ethics & Legal Issues in Business Analytics
				Business Communication

KEY DATES

ROUND	APPLICATION DEADLINE
Round 1	Nov. 1, 2023
Round 2	Dec. 6, 2023
Round 3	Jan. 4, 2024
Round 4	Feb. 1, 2024
Round 5	March 6, 2024
Round 6	April 3, 2024
Round 7	May 1, 2024
Round 8	June 5, 2024
Round 9	July 3, 2024

Accelerated Master of Science in Quantitative Management: Business Analytics

Our fully online Accelerated Business Analytics program is designed for working professionals looking to build on prior training in business management courses and upgrade skills with advanced data science and analytics training.

To be eligible for the Accelerated MSQM: Business Analytics program you must have an MBA from Fuqua, a similar MBA from an AACSB-accredited institution, or an MMS degree from Fuqua.

Get in Touch

msqm-businessanalytics-info@fuqua.duke.edu