



# DOMORE WITH NUMBERS THAN CRUNCH THEM.

BUSINESS RUNS ON BIG DATA. But business also needs people who can turn that data into fresh insights and smart strategy. That's why Simon master's degree programs are about much more than giving you an impressive technical toolkit. We want to open up big career possibilities for you.

You'll be taught by professors who are transforming finance, economics, accounting, analytics, marketing, and pricing. You'll learn how to see and communicate data differently. And you'll graduate ready to frame more incisive questions, uncover patterns, and use data to persuade and inspire.



MS CLASS OF 2020 **PROFILE** 

15 countries of origin

63% women

months of work experience

**GMAT** 

640-720 (Middle 80% Range)

GPA

3.0 - 3.8(Middle 80% Range)

## **COMPARE OUR MS PROGRAMS**

INTERNSHIP TRACK OPTION AVAILABLE FOR ALL PROGRAMS.

## **MSA**

MS IN ACCOUNTANCY

qualification for

New York State CPA exam

PROFESSIONAL CLUB

Simon Accounting Association

PROGRAM HIGHLIGHTS

Applied Financial Statement

## **MSF**

## MS IN FINANCE

## PROGRAM HIGHLIGHTS

 Positive Accounting Quantitative Finance with Research Concepts and Python **Empirical Analysis Tools** Investments

- Risk Management
- Options and Futures with **Analysis with Data Analytics** • Academic experience Python



**Investment Club** 

### **EXPECTED COHORT SIZE**

45 students

## CAREER OUTCOMES

- Public accounting
- Corporate accounting
- Audit

## **EMPLOYMENT RATE** 6 Months Post-Graduation. 2019

100%

## PROFESSIONAL CLUBS Simon Finance &

Simon School Venture Fund

### **EXPECTED COHORT SIZE**

185 students

## **CAREER OUTCOMES**

- Corporate finance
- Investment management
- Risk management

## **EMPLOYMENT RATE** 6 Months Post-Graduation.

2019

92%

## **MSMA**

MS IN MARKETING ANALYTICS

## PROGRAM HIGHLIGHTS

- Digital Marketing Strategy Pricing Analytics
- **Pricing Policies**
- Predictive and Causal Analytics in R
- Consumer and Brand Research



PROFESSIONAL CLUBS Simon Data Analytics Simon Marketing Association **Simon Pricing Association** 

### **EXPECTED COHORT SIZE**

75 students

## CAREER OUTCOMES

- Market research
- Sales analytics
- Pricing

## **EMPLOYMENT RATE**

6 Months Post-Graduation. 2019

98%

## **MSBA**

MS IN BUSINESS ANALYTICS

## **PROGRAM HIGHLIGHTS** • Big Data

- Data Management for **Analytics**
- Spreadsheet Modeling Using Excel for MS
- **Predictive Analytics** with Python



PROFESSIONAL CLUB

Simon Data Analytics

**EXPECTED COHORT SIZE** 

150 students

## CAREER OUTCOMES

- · Revenue management
- Data consulting
- Data analytics

EMPLOYMENT RATE 6 Months Post-Graduation. 2019

95%



## STEM DESIGNATION

International MS students qualify for a 24-month extension of their OPT (Optional Practical Training), with the option to work for up to three years without H1B visa sponsorship.



## **CLUBS AND ORGANIZATIONS**

With more than 30, Simon gives you plenty of options to belong and lead. You can also collaborate with MBA students in any of our graduate-level clubs and participate in Simon VISION Consulting, where you gain experience working with real companies.





JACOB WITTIG '20 MS in Accountancy

From: United States

**Co-curriculars:** Simon Data Analytics Club, Simon Sports

**Headed to:** PwC, Audit Associate

"One of my favorite classes at Simon has been Programming for Analytics. This was a

# GREAT OPPORTUNITY for me to get EXPOSURE TO PROGRAMMING that I

for me to get EXPOSURE TO PROGRAMMING that I did not have much of before. Technology will be part of my future, so learning more and being challenged now will be beneficial in the long run."









JIAXUE (ROSELYN) YU '19 MS in Marketing Analytics From: China **Christian Dior** Client Development Coordinator "Before Simon, I was experienced in marketing but lacked analytical skills. The MS in Marketing Analytics program offered multiple
COURSES AND CASE STUDIES THAT with data analysis skills that act as the basis of my current role in CRM marketing, which is focused on consumer behavior and transaction data."



MSBA STUDY PLAN

Analytics Design and Applications

**Business Analytics Project** 

Core Statistics for MS Students Using R

Data Management, Warehousing and Visualization

**Economics and Marketing** Strategy for MS Students

Predictive Analytics with Python

**Predictive and Causal** Analytics in R

**Professional Communications** 

**Programming for Analytics** 

**Social Media and Text Analytics** 

Spreadsheet Modeling Using Excel for MS

3 Electives

Accurate as of June 2020

**INTERNSHIP TRACK AVAILABLE** 



**"WE TEACH OUR STUDENTS** 

SAMPLE OF 2019 HIRING COMPANIES FedEx

Goldman Sachs

Honda R&D Americas, LLC **HSBC Group** 

Huawei Technologies Co.,Ltd.

Nestlé Waters

PayPal, Inc. Procter & Gamble

PwC

Wayfair LLC Wyndham Destinations



RUOXI LIU '19 MS in Business Analytics

From: China

Media Storm

Data Analyst—Data Science and Advanced Analytics

"I found this program particularly well-suited to my career pursuits due

# EANY EMPHASIS ON APPICATION

Simon is committed to creating an inclusive community that helps its students succeed."

Your Simon master's degree is also a degree from the University of Rochester, one of the world's leading private research universities. UR is known for outstanding programs in the arts and sciences, engineering, medicine, and music, and has a long-standing focus on data science. Our motto, Meliora ("ever better"), expresses the university's commitment to invention and innovation, fueled by hard work and imagination.



13 PULITZER PRIZE
WINNERS IN DRAMA,
HISTORY, MUSIC,
AND POETRY



ONE OF ONLY 131 UNIVERSITIES IN THE US CLASSIFIED AS R1 FOR VERY HIGH RESEARCH ACTIVITY (2019)



20+ COMPANIES
FORMED WITH
UNIVERSITY OF
ROCHESTER MEDICAL
CENTER TECHNOLOGIES
SINCE 2008



HOME TO THE
INTERNATIONALLY
RENOWNED EASTMAN
SCHOOL OF MUSIC

There are plenty of locations on and off campus, such as Glen Edith Coffee Roasters in the Neighborhood of the Arts, to work and collaborate on projects with teammates while taking in the sights of Rochester.

MOST AFFORDABLE MAJOR
HOUSING MARKET IN THE US
Demographia International Housing Affordability Survey (2020)

BEST PLACES TO LIVE IN THE US FOR QUALITY OF LIFE U.S. News & World Report (2019) TOP 20

MOST INNOVATIVE CITY IN THE US BASED ON PATENT REGISTRATION AND ADVANCED DEGREES

24/7 Wall St. (2018)

AKSHAT VYAS '18
MS in Marketing Analytics

From: India

**Wayfair, LLC**Business Intelligence Analyst



## MINGYI CHEN '16 MS in Finance

From: China

J.P. Morgan Investment Banking Analyst

"My overall experience at Simon empowered me to reach higher and to seek those opportunities that seemed really distant to me when I was an undergraduate student, such as landing my dream job as an investment banking analyst at a world-class bank."

WITH OVER 18,000 GRADUATES IN MORE THAN 80 COUNTRIES, SIMON'S ALUMNI NETWORK IS NEVER FAR AWAY.

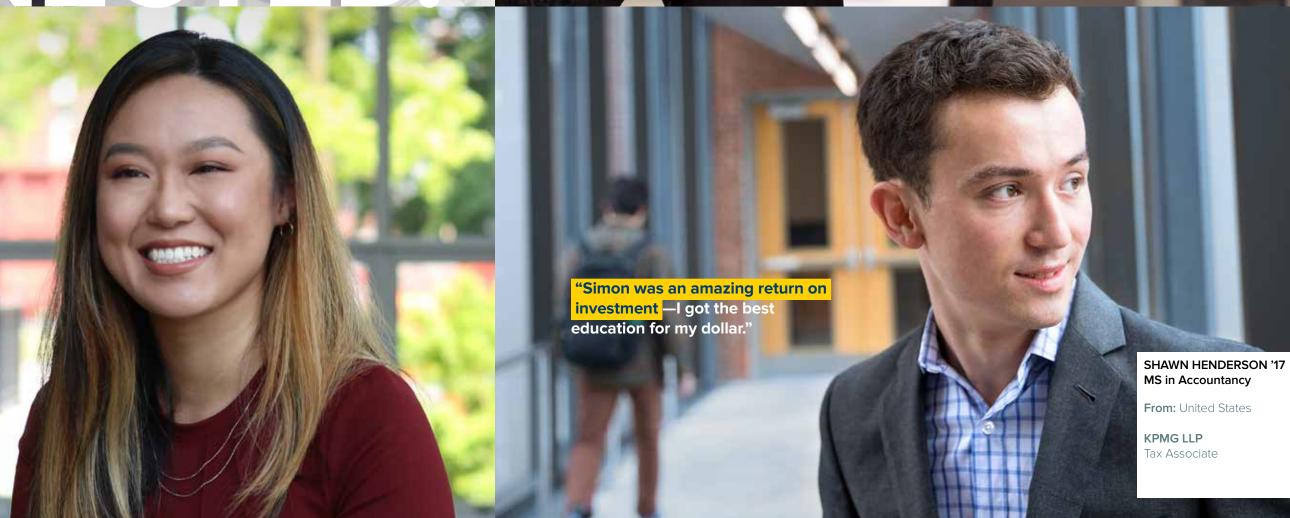
"The technical curriculum and classes specifically designed for communicating business decisions create the perfect environment for students to have a competitive edge in the job market."

MENGRAN (BECKY) XIE '18 MS in Business Analytics

From: China

PayPal, Inc.

Senior Data Scientist







**EMPLOYMENT RATE 6 MONTHS POST-GRADUATION** 

\$65,300

## **MEAN BASE SALARY PLUS SIGN-ON BONUS** FOR GRADUATES HIRED IN THE US

(According to U.S. News & World Report Calculations)

## **CLASS OF 2019 MSF HIRING COMPANIES:**

**Agricultural Bank of China** (ABC) Allied Irish Banks, p.l.c. Alpha Holding, S.A. de C.V. Bank of China (BOC) **BDA Partners BDO USA, LLP Benchmark Education** Company BlackRock, Inc. Bloombera L.P. Cadilus Inc. Carta, Inc. **China Everbright Limited China Great Wall Securities** Co., Ltd. **China International Capital Corporation Limited China Life Asset Management Company** Limited China Merchants Bank **China Merchants Securities** Co., Ltd. China Minsheng Bank China Renaissance China Road and Bridge Corporation China Securities Co., Ltd. Chowbus

CIBC

EY

Limited

**Guotai Junan Securities** 

**CICC-Qianhai Development** Fund Management Co., Ltd. **Highwater Capital Group HSBC Group** Citiaroup, Inc. **Clinical Pharmacogenetics** HuaJin Securities Co., Ltd **Implementation Consortium Huatai Securities Co., Ltd** (CPIC®) Huawei Technologies Co., Ltd. Credibility Capital Inc. Huaxia Bank Co., Ltd. **Deloitte IFC** (International Finance **DH Fund Management** Corporation) **Doliver Advisors China Limited Dongxing Securities Co., Ltd.** EagleView Technologies, Inc. E Fund Management Co., Ltd **Empire Valuation Consultants Essence Securities Co., Ltd.** JPMorgan Chase & Co. Estée Lauder Inc. **Evalueserve** Kalachakra, Inc. **Lakala Internet Industrial** Fei and Li Import and Export Trading, Llc **Investment Fund** First Capital Securities Co., Ltd. **LuoShu Investments** Flatiron School **Management Solutions** Freddie Mac Frost & Sullivan **Meridian Capital China Gavin/Solmonese LLC** Ministry of Industry and **Global Association of Risk** Information Technology **Professionals** Moody's Investors Service, Inc. **GM China Morgan Stanley Goldman Sachs** Mu Sigma **GTJA Investment Group Orient Securities Co., Ltd. Guanafa Securities Pacific Consulting Group Guosen Securities Company** 

Haitong Securities Co., Ltd. PwC **Industrial and Commercial Bank of International Flavors & Fragrances International Innovation Center of** Tsinghua University, Shanghai Kunyuan International Group Ltd. **Masterlink Securities Corporation Zhongshan Securities Co.,Ltd. Ping An Insurance Company of** China, Ltd. **Procter & Gamble** 

**Redstar Macalline Shenwan Hongyuan Securities Shenzhen Qianhai Huxing** Asset Management Co., Ltd. **Shenzhen Small & Medium Enterprises Credit Financing Guarantee Group Co., Ltd** SS&C Technologies, Inc. Standard Chartered Bank StratOP Group Suning.com Co., Ltd. The Buckingham Research **Group Incorporated** The Fulcrum Group The People's Bank of China Tianfeng Securities Co., Ltd. **Tiger Global Management Timberwind Capital Partners** TRG Capital Management, Inc. TZG Partners Univest **VENTURE.co** Holdings, Inc. WehRank Winward International, Inc. **Wishare Media Group Woodlake Group YJ Capital** York Risk Services Group, Inc. **Zheshang Securities Co., Ltd.** 

## WHERE WE



# MSMA MS IN MARKETING ANALYTICS



\$63,700

MEAN BASE SALARY PLUS SIGN-ON BONUS FOR GRADUATES HIRED IN THE US

Discover Bank (Discover

(According to U.S. News & World Report Calculations)

CLASS OF 2019
MSMA HIRING COMPANIES:

adidas America Inc. Air China Limited Analytic Partners Bank of China (BOC) BP

Breakthrough Marketing

Technology Broadbeam Media

ByteDance Ltd.
Caixin Global Limited

Cargill, Incorporated

Changzhou Huankang Medical

Instrument Co., Ltd.
China Pacific Insurance Co., Ltd.

China Telecom Americas

Daily Mail

Daily Mail
Didi Global

Financial Services) Disney **ESRI** (Environmental Systems Research Institute, Inc.) Etsy, Inc. **FUN-GI GAMES LLC** GoodRx, Inc. Google • • • • • **Hearts & Science** Horizon Media, Inc. Huawei Technologies Co., Ltd. **IBM China Company Limited** Incipia L3 Harris Technologies, Inc. L'Oréal **Mavis Discount Tire** Mayi Tours MediaMath, Inc. Metlife

Mini-Circuits National Renewable Energy Laboratory **NURA USA** Pefin Advisors, LLC Pinduoduo Prudential Financial, Inc. Serko Limited (Zeno) Terakeet TriNet Group, Inc. United Parcel Service of America, Inc. University of California - Berkeley Wayfair LLC Weber Shandwick, inc. WE Codeword Wenba.ca **Wyndham Destinations** 





## **GET TO KNOW US.**

Questions about the program or what makes the most effective application? We're ready to help you every step of the way.

## Connect with us.

- Speak with an Admissions representative or current student
- Check your eligibility
- Participate in a webinar
- Attend an event

(585) 275-3533 admissions@simon.rochester.edu

## Apply now.

Finalize your application and receive our full consideration for admission and merit-based scholarship support.

Apply by January 5 for maximum scholarship consideration.

Simon welcomes applications on a rolling basis—we're reviewing new submissions daily. Apply early in any round for a chance to receive your admission decision ahead of schedule.

## WHAT YOU'LL NEED

- Online application form
- Current résumé
- Essays
- Two professional references
- College transcripts
- GMAT or GRE\*
- TOEFL, IELTS, or Duolingo English Test\*
- \$90 non-refundable application fee

\*Waiver available

simon.rochester.edu/apply

	ROUND	DEADLINE	DECISION
1	September 1–October 15	October 15	December 15
2	October 16–January 5	January 5	March 20
3	January 6–February 15	February 15	April 15
4	February 16–March 31	March 31	May 15
5	April 1–May 1	May 1	June 15



