At Simon Business School, a master’s degree is about **more than a credential**.

It’s about a **new level of clarity**.

Unabashedly analytical. Intentionally collaborative. All the opportunities and encouragement you need to reflect, refine, and take risks. That’s how clarity takes shape at Simon. The result: You see sharper. And you can **get to the heart of any problem**.
DO MORE 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.

**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**
180 students

**CAREER OUTCOMES**
- Revenue management
- Data consulting
- Data analytics

**EMPLOYMENT RATE**
6 Months Post-Graduation, 2020
96%

**MS CLASS OF 2021 PROFILE**
- 19 countries of origin
- 56% women
- 1 year average work experience
- GMAT 610–710 (Middle 80% Range)
- GPA 3.0–3.8 (Middle 80% Range)

**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.
BUILD ON OUR STRENGTHS: Our program qualifies you to sit for the New York State CPA exam—but goes far beyond ordinary test preparation. Simon’s leadership in accounting, economics, and finance means you’ll be learning from some of the world’s best professors. You’ll gain deeper insights into what’s on the horizon for auditing, regulations, and financial analysis. In addition to your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSA STUDY PLAN
- Auditing I & II
- Basic Business Law
- Basic Federal Income Tax
- Accounting
- Basic Income Tax—Business Entities and Gift/Estate Taxes
- Core Statistics for MS Students Using R
- Financial Reporting I & II
- Financial Statement Analysis
- Managerial Accounting and Performance Measurement
- Positive Accounting
- Research Concepts and Empirical Analysis Tools
- Professional Communications
- Programming for Analytics
- 1 Elective

Accurate as of June 2021

MSA in Accountancy | A new level of clarity.

SIMON’S 2019 CPA PASS RATE EXCEEDED THE NEW YORK STATE AND NATIONAL AVERAGES.

“"SHARE MY INDUSTRY EXPERIENCE WITH STUDENTS, THEY BRING A GLOBAL PERSPECTIVE to the material, and it’s a rich exchange all the way around.”

GLENN HUELS
Clinical Associate Professor of Accounting
Teaching Interests: Introductory and advanced accounting, tax and business strategy
Experience: Vice President—Tax for Bausch & Lomb
Graduate Teaching Honor Roll: 2017, 2018, 2019

SAMPLE OF 2020 HIRING COMPANIES
- Bank of China
- China Agricultural Development Bank
- China Construction Bank
- China Pacific Insurance Group Co., Ltd.
- Deloitte
- EY
- General Electric
- ICBC Bank
- KPMG
- PwC
- Standish Management, LLC
- Walmart
- Zhongshin Securities

STEM DESIGNATION
INTERNATIONAL STUDENTS CAN WORK IN THE US FOR UP TO 36 MONTHS ON A STUDENT VISA.

INTERNSHIP TRACK AVAILABLE
"WE TEACH CAREER SKILLS THAT WILL LAST A LIFETIME and prepare you to be a leader in the accounting world."

HEIDI TRIBUNELLA
Clinical Professor of Accounting; Faculty Director of MS in Accountancy Program
Teaching Interests: Introductory accounting; health care cost accounting
Experience: Auditor for two national firms; manager of financial reporting for two health care companies
Graduate Teaching Honor Roll: 2020, 2021

JACOB WITTING ’20
MS in Accountancy
From: United States
PwC Core Assurance Associate

"One of my favorite classes at Simon was Programming for Analytics. This was a GREAT OPPORTUNITY 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 is beneficial in the long run."
LEARN FROM THE BEST: Leading scholars teach our quantitatively rigorous program, and our Khani-de Silva Investment Lab lets you monitor and analyze real-time financial market data. In addition to Financial Times ranking Simon’s MS in Finance program in the top 10 in the US for more than five years, Simon faculty continue to make their mark as founders and editors of some of the world’s most highly acclaimed business publications, including the Journal of Financial Economics and the Journal of Monetary Economics. To complement your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSF STUDY PLAN

Applied Finance Project
Corporate Finance
Corporate Financial Accounting
Financial Statement Analysis
Fixed Income Securities
Foundations In Financial Economics
Intro to Python/Statistics
Investments
Options and Futures with Python
Professional Communications
Quantitative Finance with Python
Risk Management
Spreadsheet Modeling Using Excel for MS
1 Elective

Accurate as of June 2021

SAMPLE OF 2020 HIRING COMPANIES

Accenture
Agricultural Bank of China
Bank of China
Bloomberg
CITIC Securities Co., Ltd.
Citigroup Inc.
Everbright Securities
EY
GF Securities
Industrial and Commercial Bank of China (ICBC)
JetBlue Airways
Nomura
Procter & Gamble
Société Générale
Standard Chartered Bank
Unilever

STEM DESIGNATION

INTERNATIONAL STUDENTS CAN WORK IN THE US FOR UP TO 36 MONTHS ON A STUDENT VISA.

INTERNATIONAL STUDENTS can work in the US for up to 36 months on a student visa.
“Besides the invaluable beneficial book-learning at Simon, the well-organized courses have not only trained my time management skills but also my task execution ability. With the assistance of Benet Center staff and my professors, I’m currently working at my desired position and will keep improving in the spirit of Meliora.”

“Benjamin Franklin’s words summarize well the aim of Simon’s MSF program for our students: ‘AN INVESTMENT IN KNOWLEDGE PAYS THE BEST INTEREST.’”

ZIBIN (TOMMY) HAN ‘20
MS in Finance
From: China
H:3 Holdings
Investment Associate

TOM ESTAD
Clinical Assistant Professor
Teaching interests: Helping budding entrepreneurs refine their pitches; leading international business study trips
Graduate Teaching Honor Roll: 2020, 2021
CONNECT WITH CONSUMERS: Every decision that drives the digital marketplace is rooted in data generated by the consumer journey. At Simon you’ll learn strategies to make you the go-to person for evidence-based information, insights, and answers. In addition to your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSMA STUDY PLAN
- Analytics Design and Applications
- Core Statistics for MS Students Using R
- Data Management, Warehousing, and Visualization
- Economics and Marketing Strategy for MS Students
- Marketing Analytics Project
- Predictive and Causal Analytics in R
- Pricing Policies
- Professional Communications
- Programming for Analytics
- Spreadsheet Modeling Using Excel for MS
- 4 Electives

Accurate as of June 2021

STEM DESIGNATION AVAILABLE
International Students can work in the US for up to 36 months on a student visa.

SAMPLE OF 2020 HIRING COMPANIES
- Accenture
- Analytic Partners Inc.
- Chanel
- Chico’s FAS, Inc.
- Estée Lauder
- Google
- Gucci
- The Hertz Corporation
- IRI
- LVMH
- Prudential Financial
- Rakuten Advertising
- Tencent
- Walgreens
- Wyndham Destinations

“OUR STUDENTS ARE GREAT AT USING THE LATEST SOFTWARE AND PROGRAMMING TO MAKE SENSE OF CONSUMER DATA. It’s a talent that definitely sets them apart in the job market.”

YUFENG HUANG
Assistant Professor of Marketing
Research interests: Platform design, pricing, and e-commerce; quantitative marketing and empirical industrial organization
PhD: Tilburg University
Graduate Teaching Honor Roll: 2017, 2018, 2019

MSMA MS in Marketing Analytics | A new level of clarity.
“STUDENTS AT SIMON ARE GENUINELY EXCITED ABOUT LEARNING AND AREN’T AFRAID TO TACKLE REALISTIC, COMPLEX, AND MESSY PROBLEMS.

Working with them is very rewarding.”

MITCH LOVETT
Senior Associate Dean of Education & Innovation
Teaching interests: Marketing research, advertising strategy, consumer behavior
PhD: Duke University
Graduate Teaching Honor Roll: 2020

“AISHWARYAA VASUDEVAN ’20
MS in Marketing Analytics
From: India
WE Communications
Insight & Analytics Lead Analyst

“Simon is one of the few schools offering a program integrating marketing and analytics. ADDITIONALLY, AS AN INTERNATIONAL STUDENT, THE STEM DESIGNATION IS A GREAT ADVANTAGE.”
DON’T JUST GATHER DATA—MAXIMIZE IT. Our expertise in analytics, coupled with our economics-based curriculum, gives you the theories and practical frameworks to be a sought-after analyst. We provide training in Python, R, and Tableau to help you leverage the big-data insights that companies need. In addition to your classwork, the Benet CMC offers co-curricular programming to support your career search.

MSBA STUDY PLAN

Advanced Predictive Analytics with Python
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 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 2021

INTERNSHIP TRACK AVAILABLE

INTERNATIONAL STEM DESIGNATION
INTERNSHIPS AVAILABLE

SAMPLE OF 2020 HIRING COMPANIES

- ByteDance
- Capital One
- eBay
- EY
- GEICO
- GroupM
- Guotai Junan Securities Co., Ltd.
- The Hertz Corporation
- IRI
- LinkedIn
- The Nielsen Company
- PayPal
- Philips
- PwC

“WE TEACH OUR STUDENTS PROBLEM-SOLVING CONCEPTS that can be implemented anywhere they go.”

RICKY ROET-GREEN
Assistant Professor of Operations Management and Computer Information Systems
Research interests: Operations management, service systems, game theory
PhD: Tel Aviv University
Graduate Teaching Honor Roll: 2020

STEM DESIGNATION INTERNATIONAL STUDENTS CAN WORK IN THE US FOR UP TO 36 MONTHS ON A STUDENT VISA.
“We’re constantly changing our course materials to reflect the changing business environment. I bring my social media research into my class to give students experience with real-world situations.”

HUAXIA RUI
Xerox Professor of Computers and Information Systems
Research interests: Social media; health information technology; optimal contract design
PhD: University of Texas at Austin
Graduate Teaching Honor Roll: 2019

“Analytical mindset that I developed at Simon—knowing how to break problems into analytical tasks and generate business insights from data.”

ZEYU YUAN ’21
MS in Business Analytics
From: China
Guidewire Software
Cyber Data Science Intern

“‘What I believe will help me most in my future career is the...”
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.

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.
“The way we find jobs in the US is definitely different from what I was used to. The Benet CMC helped me get acclimated to the culture here, which was very helpful.”

“Simon was an amazing return on investment — I got the best education for my dollar.”

“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.

CONNECTED.
WHERE WE GO.

MSA
MS IN ACCOUNTANCY

100%
EMPLOYMENT RATE 6 MONTHS POST-GRADUATION

$50,000
MEAN BASE SALARY FOR GRADUATES HIRED IN NORTH AMERICA
(Rounded)

MSF
MS IN FINANCE

94%
EMPLOYMENT RATE 6 MONTHS POST-GRADUATION

$66,600
MEAN BASE SALARY FOR GRADUATES HIRED IN NORTH AMERICA
(Rounded)

CLASS OF 2020
MSF HIRING COMPANIES:

Deloitte
Domeo Schneider & Associates
Eastern TV LLC
East West Bank
Essence Securities
Eureka Capital Partners
Everbright Securities
The Export-Import Bank of China
EY
FangZheng Security
Federal Home Loan Bank of Des Moines
GF Bank; Hafalun Fund
GF Securities
Global Association of Risk Professionals (GARP)
Global Capital Trust Bank
Global Time Investment
GLP
Goldman Sachs (via PrincePerelson and Associates)
GP Bullhound
Grand View Capital
Grant Thornton
Green Street Advisors
Guotai Junan Futures
Haitong Securities
Hussar LLC
IMG
Incedo Inc.
Industrial and Commercial Bank of China (ICBC)
Industrial Securities Co. Ltd
Ipsos Business Consulting
JetBlue Airways

CLASS OF 2020
MSA HIRING COMPANIES:

Anchin, Block & Anchin LLP
Avalue Technology Inc
AXA Advisors LLC
B&J Kitchen Floor Inc
Bank of China
Brighton Securities
Changsheng Securities
China Agricultural Development Bank
China Construction Bank
China Pacific Insurance Group Co, Ltd

McKinnon, Hitchcock & Associates, P.C.
PwC
Scale Factor
Standish Management, LLC
Triangle Accounting Group Inc
Walmart
Yuan Accounting and Translation Service
Zhongshan Securities

This data includes MS graduates from July 1, 2019 – June 30, 2020. All figures are accurate as of December 17, 2020.
MEAN BASE SALARY FOR GRADUATES HIRED IN NORTH AMERICA (Rounded)

MSMA MS IN MARKETING ANALYTICS

94% EMPLOYMENT RATE 6 MONTHS POST-GRADUATION

$60,200 MEAN BASE SALARY FOR GRADUATES HIRED IN NORTH AMERICA (Rounded)

CLASS OF 2020 MSMA HIRING COMPANIES:

2U
58.com
Accenture
Agricultural Bank of China
Aim Data
AnalyticPartners Inc.
Arthouse
Bell
Biantang Technology Co.
Boss Audio Systems
Celeno Networks, Inc.
Chanel
Chicoes FAS, Inc.
Colosia Voluntary Benefits
Community Surgical Supply
Contec Americas
Content IQ
Corning
Dell
Direct Link
EarlyToys Toy Company
eBay
Estee Lauder
F5
GLO
Google
Groups SEB
Gucci
Harp Lloyds AG
The Hertz Corporation
Hudson Bay Company
iCrossing
IRI
Kinessa
Labeleum
LiveMe
LVHM
Mobify Inc.
Minute Media
NinjalMM
NYIC (New York International Capital, LLC)
One Planet Ops
Opentran
Ritchie.com
Peers Coffee
Pivotal
Prudential Financial
Rakuten Advertising
Richester Drug Cooperative
Shanghai Honyuan Information Technology Co., Ltd.
Sigma Marketing
Studio North
Sunging
Toliant
Tinkamo Inc.
Walgreens
Weber Shandwick
Wegmans
Wynham Destinations
Yimin by Ascential
Zeno Group
Zype Inc.

FULL-TIME MS CLASS OF 2020

MSBA MS IN BUSINESS ANALYTICS

96% EMPLOYMENT RATE 6 MONTHS POST-GRADUATION

$68,300 MEAN BASE SALARY FOR GRADUATES HIRED IN NORTH AMERICA (Rounded)

CLASS OF 2020 MSBA HIRING COMPANIES:

33 Across, Inc.
4Science
Agricultural Bank of China
Ally Financial Inc.
Bankers Healthcare Group
Benchmark Education
Broker Company
ByteDance
Capital Insurance Group
Capital One
CBB Life
Changjiang Security Company
China Merchant Bank
China Universal Asset Management Company
Conduent
Constellation Brands, Inc.
Corning Inc.
Credit Life
Discover Shanghai
eBay
Ecapital Advisors
EY
Farmers Group of Insurance
GEICO
Group M
Guotai Junan Securities Co.
Herb Data
The Hertz Corporation
Huawei Technologies
Hyltech Technology
IRI
JD.com
Jushi International Hospital
Knesso
Kuai Inc.
L3Harris Technologies
Levon
LinkedIn
Media Storm
Mercy Hospital and Medical Center
The Mission Company
OGBang
Options Group Inc.
Oriant Securities Asset Management Co., Ltd
Oxmox.com Inc.
PayPal
Peelast Partners
PeopleFun
Philips
PwC
Safari Energy, LLC
School Group
Shuhe Technology
TechPro LLC
TravelSky
True Gault
Tux Health Plan
Vita Snoo International
We Credit Life
Webank
YotiData

WHERE WE GO.

This data includes MS graduates from July 1, 2019 – June 30, 2020. All figures are accurate as of December 17, 2020.
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
- Visit campus—email admissions@simon.rochester.edu for more information (All visits will adhere to COVID-19 safety guidelines)

Apply now.

Apply by January 5 for maximum scholarship consideration.

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

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

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<th>ROUND</th>
<th>DEADLINE</th>
<th>DECISION</th>
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<tr>
<td>1</td>
<td>August 10–October 15</td>
<td>October 15</td>
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<tr>
<td>2</td>
<td>October 16–January 5</td>
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<td>3</td>
<td>January 6–February 15</td>
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<td>February 16–March 31</td>
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<td>5</td>
<td>April 1–May 1</td>
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