

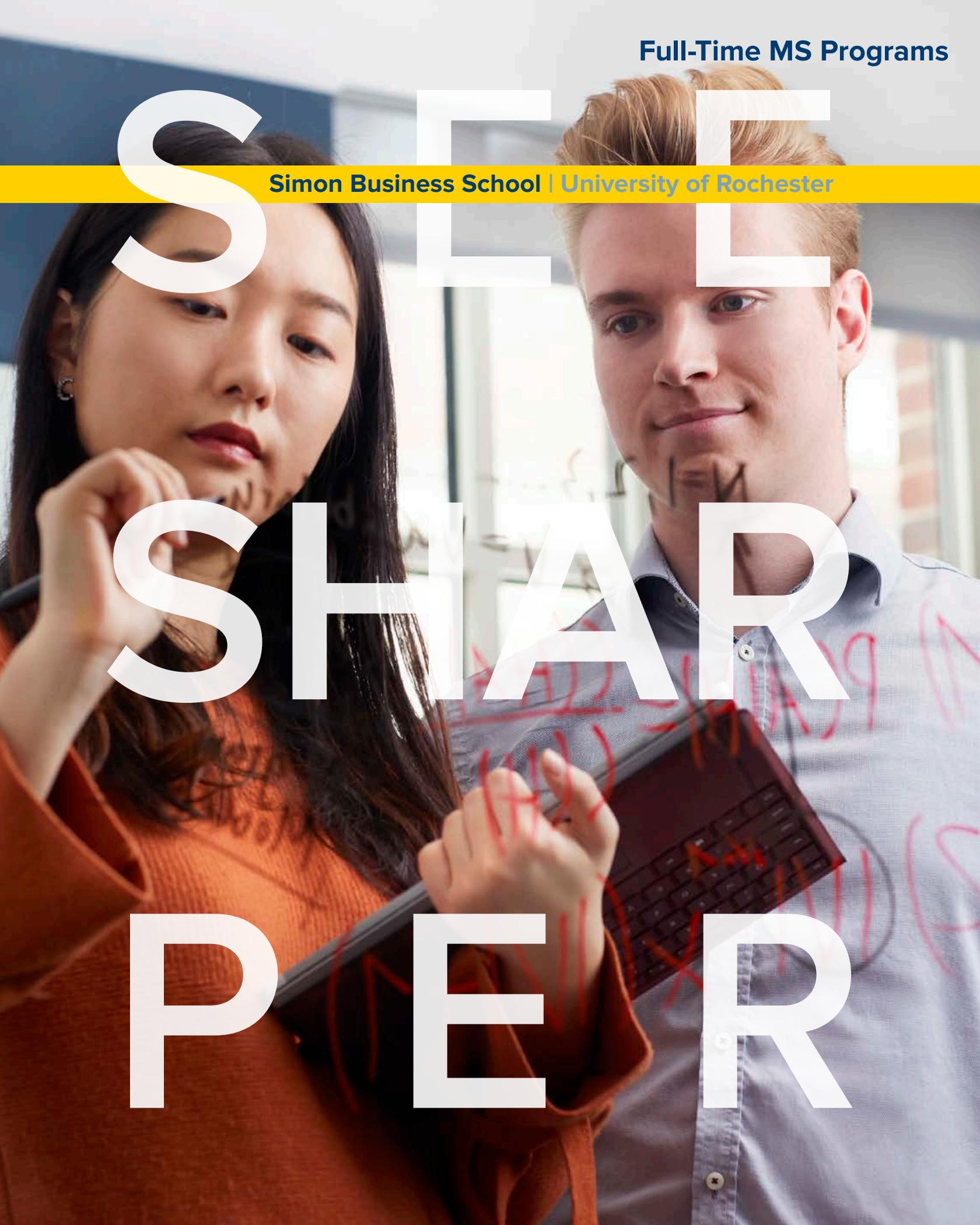
Full-Time MS Programs

Simon Business School | University of Rochester

S E L L

S H A R

P E R



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

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

**MS IN ACCOUNTANCY**

p. 4

**MS IN FINANCE**

p. 8

**MS IN MARKETING ANALYTICS**

p. 12

**MS IN BUSINESS ANALYTICS**

p. 16

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.



### MS CLASS OF 2019 PROFILE

**64%** female

### WORK EXPERIENCE

**10** months

### GMAT

**640–730**  
(Middle 80% Range)

### GPA

**3.04–3.80**  
(Middle 80% Range)

### 19 COUNTRIES OF ORIGIN

Andorra  
China  
Germany  
Ghana  
Greece  
Hong Kong  
India

Jamaica  
Kazakhstan  
Nigeria  
Pakistan  
Philippines  
Russia  
South Korea

Taiwan  
Ukraine  
United States  
Uzbekistan  
Venezuela

## COMPARE OUR MS PROGRAMS

INTERNSHIP TRACK OPTION AVAILABLE FOR ALL PROGRAMS.

### MSA

MS IN ACCOUNTANCY

#### PROGRAM HIGHLIGHTS

- Positive Accounting Research Concepts and Empirical Analysis Tools
- Applied Financial Statement Analysis with Data Analytics
- Academic experience qualification for New York State CPA exam



#### PROFESSIONAL CLUB

Simon Accounting Association

#### EXPECTED COHORT SIZE

**45** students

#### CAREER OUTCOMES

- Public accounting
- Corporate accounting
- Audit

#### EMPLOYMENT RATE

6 Months Post Graduation, 2018

**93%**

### MSF

MS IN FINANCE

#### PROGRAM HIGHLIGHTS

- Quantitative Finance with Python
- Investment
- Risk Management
- Options and futures



#### PROFESSIONAL CLUBS

Simon Finance & Investment Club  
Simon School Venture Fund

#### EXPECTED COHORT SIZE

**185** students

#### CAREER OUTCOMES

- Corporate finance
- Investment management
- Risk management

#### EMPLOYMENT RATE

6 Months Post Graduation, 2018

**90%**

### MSMA

MS IN MARKETING ANALYTICS

#### PROGRAM HIGHLIGHTS

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



#### PROFESSIONAL CLUBS

Simon Data Analytics  
Simon Marketing Association  
Simon Pricing Association

#### EXPECTED COHORT SIZE

**70** students

#### CAREER OUTCOMES

- Market research
- Sales analytics
- Pricing

#### EMPLOYMENT RATE

6 Months Post Graduation, 2018

**96%**

### MSBA

MS IN BUSINESS ANALYTICS

#### PROGRAM HIGHLIGHTS

- Big Data
- Data Management for Analytics
- Advanced Business Modeling and Analysis Using Spreadsheets
- Choose from three tracks



#### PROFESSIONAL CLUB

Simon Data Analytics

#### EXPECTED COHORT SIZE

**125** students

#### CAREER OUTCOMES

- Revenue management
- Data consulting
- Data analytics

#### EMPLOYMENT RATE

6 Months Post Graduation, 2018

**94%**



### 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.



Simon has more than 30 student-led clubs and organizations, giving 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.

# MSA

**MS in Accountancy | A new level of clarity.**



**SIMON'S 2017  
CPA PASS RATE  
WAS 26%  
HIGHER THAN  
THE NATIONAL  
AVERAGE**

**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

Applied Financial Statement Analysis with Data Analytics

Auditing I & II

Basic Business Law

Basic Federal Income Tax Accounting

Basic Federal Income Tax—Business Entities and Gift/Estate Taxes

Core Statistics for MS Students Using R

Financial Reporting I & II

Managerial Accounting and Performance Measurement

Positive Accounting Research Concepts and Empirical Analysis Tools

Professional Communications

Programming for Analytics

Research into Professional Accounting Standards

1 Elective

**INTERNSHIP TRACK AVAILABLE**

**“I 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



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

## SAMPLE OF 2018 HIRING COMPANIES

Accenture  
Bank of China  
BDO  
Changjiang Securities Company  
Deloitte  
EY  
KPMG  
Minsheng Securities  
PwC  
Shanghai Securities Co.

“WE TEACH CAREER SKILLS THAT **WILL LAST A LIFETIME** and prepare you **to be a leader** in the accounting world.”



**HEIDI TRIBUNELLA**  
Clinical Associate 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

**SCOTT LITVIN '19**  
MS in Accountancy  
From: United States  
Co-curriculars: Master's Advisory Council Representative; Admissions Committee Ambassador  
Headed to: ExxonMobil, Controller



“The Benet CMC put me in touch with specific companies—

ExxonMobil was one they connected me with.

**THEY EXCEL AT FINDING GOOD JOBS AND HELPING YOU GET INTO YOUR DESIRED FIELD.”**

# MSF

# No. 5

MS IN FINANCE  
PROGRAM  
IN THE US  
*Financial Times, 2018*

MS in Finance | A new level of clarity.

**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 five consecutive 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

Advanced Business Modeling and Analysis Using Spreadsheets

Applied Finance Project

Core Statistics with Python

Corporate Finance

Corporate Financial Accounting

Financial Statement Analysis

Fixed Income Securities

Foundations in Financial Economics

Investments

Options and Futures

Quantitative Finance with Python

Risk Management

Professional Communications

1 Elective

INTERNSHIP TRACK  
AVAILABLE

#### SAMPLE OF 2018 HIRING COMPANIES

Bank of China  
BNP Paribas  
Cathay Bank  
CITIC Securities  
Citigroup  
FreddieMac  
GE Healthcare  
Goldman Sachs  
HSBC Bank USA  
Macquarie Group



STEM DESIGNATION  
VV

# “AT SIMON YOU STUDY WITH PROFESSORS WHO ORIGINATED THE RESEARCH.”

We want you to understand these ideas and use them in the real world.”



**GREGORY BAUER**  
Associate Dean of Full-Time Programs; Rajesh Wadhawan Professor of Development Economics  
Teaching interests: Macroeconomics; international finance  
Teaching Award Winner: 2010–14, 2016, 2018  
PhD: University of Pennsylvania

**YIRU (CLINT) HUANG '19**  
MS in Finance  
From: China  
Co-curriculars: Simon Finance & Investment Club; Meliora Fund  
Headed to: Standard Chartered Bank, Summer Intern



# “WITH SIMON’S GREAT HISTORY OF RESEARCH ACCOMPLISHMENTS IN FINANCE,

**the MSF program is a fantastic platform** for candidates who are looking to further their education or transition from a different background.”

# MSMA

MS in Marketing Analytics | A new level of clarity.

“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: Quantitative marketing; empirical industrial organization; consumer learning and search  
PhD: Tilburg University

**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

Advanced Business Modeling and Analysis Using Spreadsheets

Analytics Design and Applications

Core Statistics for MS Students Using R

Economics and Marketing Strategy for MS Students

Introduction to Business Analytics

Marketing Analytics Project

Predictive and Causal Analytics in R

Pricing Policies

Professional Communications

Programming for Analytics

4 Electives

**INTERNSHIP TRACK AVAILABLE**

#### SAMPLE OF 2018 HIRING COMPANIES

- Bold Worldwide
- Daimler AG
- Gallup
- Google
- Kantar
- PayPal
- SIGMA Marketing Insights
- Thomson Reuters
- Wayfair
- Wyndham Destinations

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



The Simon MSMA

“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**  
Associate Professor of Marketing  
Teaching interests: Marketing research; advertising strategy; consumer behavior  
PhD: Duke University

**ANDREA PINTO PAYARES '19**  
MS in Marketing Analytics  
From: Venezuela  
Co-curriculars: Outdoor Adventure Club; Simon VISION Consulting  
Headed to: Analytic Partners, Analyst Intern



# “THE CURRICULUM WAS IMPORTANT

TO ME BECAUSE I WANTED THE ANALYTICAL PART BUT I ALSO WANTED A PROGRAM THAT ADDRESSED THE HUMAN SIDE OF MARKETING.

Simon married those two perfectly.”

# MSBA

MS in Business Analytics | A new level of clarity.

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

**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 Business Modeling and Analysis Using Spreadsheets	Introduction to Business Analytics
Advanced Predictive Analytics with Python	Predictive and Causal Analytics in R
Analytics Design and Applications	Professional Communications
Business Analytics Project	Programming for Analytics
Core Statistics for MS Students Using R	Social Media Analytics
Economics and Marketing Strategy for MS Students	1 Elective

**INTERNSHIP TRACK AVAILABLE**

#### IN ADDITION CHOOSE ONE OF THE FOLLOWING TRACKS:

##### Business Systems Track

- Accounting Analytics for Forensics
- Auditing II—Auditing and Information Systems

##### Pricing Track

- Pricing Policies
- Pricing Analytics

##### Risk Management Track

- Introductory Finance for MS Students
- Risk Management

**RICKY ROET-GREEN**  
Assistant Professor of Operations Management and Computer Information Systems  
**Research interests:** Operations management; service systems; game theory  
**PhD:** Tel Aviv University



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

**SAMPLE OF 2018 HIRING COMPANIES**  
Amazon  
Constellation Brands  
FedEx  
GEICO  
IRI  
Johnson & Johnson  
Nielsen  
Nordstrom Rack  
Overstock  
Western Digital



**HUAXIA RUI**  
Associate Professor  
of Computer Information  
Systems  
**Research interests:** Social  
media; health information  
technology; optimal contract  
design  
**PhD:** University of Texas  
at Austin

“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.”**



**RUOXI LIU '19**  
MS in Business Analytics  
**From:** China  
**Co-curriculars:** Master's  
Advisory Council; Simon  
School Venture Fund  
**Headed to:** Media Storm,  
Data Analyst

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

**HEAVY EMPHASIS ON APPLICATION.**

**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.



TOP 10 AMONG US UNIVERSITIES FOR TECHNOLOGY PATENT REVENUE



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



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



HOME TO THE INTERNATIONALLY RENOWNED EASTMAN SCHOOL OF MUSIC



# EVER BETTER.

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.



**NO. 7** **TOP 15**

BRAINIEST METRO AREA IN THE NATION  
Lumosity

BEST PLACES TO LIVE IN THE US FOR QUALITY OF LIFE  
U.S. New & World Report

**TOP 20**

MOST VIBRANT ARTS COMMUNITIES  
National Center for Arts Research

JORGE MOLINA CHEA '17  
MS in Business Analytics

From: Mexico

JC Jones  
Data Scientist

"All businesses have data, and they need to know how to analyze and understand that information. **Simon gives you the power to do that.**"

# CONNECTED.

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.

KE (COCO) ZHANG '17  
MS in Marketing Analytics

From: China

Chico's  
Analyst-Advanced Analytics

"It's great that what I am doing has really matched what I've learned. We learned a lot of R programming in Advanced Marketing Analytics, and the modeling was really helpful for what I am doing at Chico's."

"Simon was an amazing return on investment –I got the best education for my dollar."

SHAWN HENDERSON '17  
MS in Accountancy

From: United States

KPMG LLP  
Tax Associate

# WHERE WE GO.

**MSA**  
MS IN  
ACCOUNTANCY

**93%** EMPLOYMENT RATE 6 MONTHS POST GRADUATION

**93%** INTERNATIONAL GRADUATES HIRED

**61%** 2017 CPA EXAM PASS RATE

**100%** DOMESTIC GRADUATES HIRED

**\$51,000** MEAN BASE SALARY FOR GRADUATES EMPLOYED IN NORTH AMERICA

#### HIRING COMPANIES:

1 Squared Capital  
Automation Finance  
B&P  
Bank of China  
BDO  
Bekaert  
Changjiang Securities Company  
China Jinmao  
Deloitte  
EBA Investments

Ecolab  
EOS Accountant LLP  
EY  
Greendyke Jenik & Associates  
Guotai Venture Capital  
KPMG  
Lovepop Inc.  
Minsheng Securities  
Nestlé  
PwC

Red  
Ruixin Investments LLC  
Shanghai Securities Co.  
Tencent  
Tibco Software Inc.  
Unilever  
Unis LLC  
Vanke  
Webank  
Western Digital

FULL-TIME MS CLASS OF 2018

**MSF**  
MS IN  
FINANCE

**90%** EMPLOYMENT RATE 6 MONTHS POST GRADUATION

**88%** INTERNATIONAL GRADUATES HIRED

**100%** DOMESTIC GRADUATES HIRED

**\$59,000** MEAN BASE SALARY FOR GRADUATES EMPLOYED IN NORTH AMERICA

#### HIRING COMPANIES:

Accenture  
Arecy LLC  
Bank of America  
Bank of China  
Benchmark Education Company  
BNP Paribas  
BOC International  
Castle Placement  
Cathay Bank  
Changjiang Financing Services  
China CITIC Bank International  
China Development Bank  
China Foreign Exchange Trade Center  
China Investment Corporation  
CICC  
Citco  
Citigroup  
Citi Orient Security  
CITIC Securities  
Conduent

Conning  
Continental Properties  
Corning  
CreditEase  
CRISIL Global Research & Analytics  
CWP Energy  
Deloitte  
Deloitte China  
Dermalogica  
DongXing Securities  
E-Trade  
Eastmoney Securities  
Elle Investments Inc.  
EY  
Essence Securities  
Everbright Securities  
Financial Integrity Resources Management  
Fosun Group  
FreddieMac  
GE Healthcare  
GMP Securities  
Goldman Sachs & Co.  
Griffinst Asia Securities  
Guosheng Securities  
Haitong Securities

Hillhouse Capital  
HSBC Bank  
HSBC Qianhai Securities Limited  
IBM  
Intel Corporation  
KN Food Industries PVT LTD  
KPMG  
Kroll Bond Rating Agency, Inc.  
Lampert Debt Advisors  
LD Capital  
M&T Bank  
Macquarie Group  
Medtronic China  
Midtown Partners & Co.  
Mizuho Americas  
Newbridge Securities Corporation  
NexTier Companies LLC  
Our Spark International Inc.  
Pan Chem Corporation  
Ping An Bank  
Power Integrations  
Predica Inc.  
PwC  
Quicken Loans

Remedy Partners  
Search Fund Accelerator  
Spino Inc  
SS&C Technologies  
SSENSE  
Sunac China  
Taikang Pension & Insurance  
TD Bank  
The Coca-Cola Company  
The Wright Star LLC  
Thermo Fisher Scientific  
Tianfeng Securities  
Trojan Law Offices  
U.S. Bank  
Under Armour Inc.  
Vega Economics  
Vibra Healthcare  
Wellington Management  
Wells Fargo  
Winning Capital  
World Business Lenders  
Wyndham Destinations

This data includes MS graduates from August 2017 to June 2018. All figures are accurate as of December 11, 2018.

# WHERE WE GO.

**MSMA**  
MS IN MARKETING  
ANALYTICS

**96%** EMPLOYMENT RATE  
6 MONTHS POST  
GRADUATION

**96%** INTERNATIONAL  
GRADUATES HIRED

**100%** DOMESTIC  
GRADUATES HIRED

**\$65,000** MEAN BASE SALARY FOR  
GRADUATES EMPLOYED IN  
NORTH AMERICA

#### HIRING COMPANIES:

A.O. Smith Corporation	MediaMath
Ad Age	Meituan Group
Analytic Partners	NYC Ferry
Bold Worldwide	PayPal
Bytedance Inc.	PHD Media Worldwide
Chico's	Rolls-Royce Motor Cars
Ctrip.com	SIGMA Marketing Insights
Daimler AG	Spark Foundry
Didi Technology	Starcom Worldwide
DJ.com (Jing Dong Group)	The Kroger Co.
Google	Thomson Reuters
Hearts & Science	Unilever
INCIPIA	Wargaming
iQIYI	Wayfair
JP Morgan Chase & Co.	Wyndham Destinations
Kantar	

FULL-TIME MS CLASS OF 2018

**MSBA**  
MS IN BUSINESS  
ANALYTICS

**94%** EMPLOYMENT RATE  
6 MONTHS POST  
GRADUATION

**93%** INTERNATIONAL  
GRADUATES HIRED

**100%** DOMESTIC  
GRADUATES HIRED

**\$75,000** MEAN BASE SALARY FOR GRADUATES  
EMPLOYED IN NORTH AMERICA

#### HIRING COMPANIES:

Abbott	Moody's Analytics
Amazon	MRM/McCann
Argus Information & Advisory Services	MVP Health Care
Benchmark Education	Nielsen
China Pacific Insurance Company	Nordstrom Rack
Constellation Brands	Novantas
eLogic	NRG Energy Inc.
EY	Overstock
Excellus BlueCross BlueShield	Paipaidai
FedEx	Paychex
GEICO	Promidian Consulting
Goldstate Capital Fund	Rebates Me LLC
Management Co. Ltd.	Sears
GroupM	TEKsystems
Iprospect	Tencent Holdings Limited
IRI	Tibco
JC Jones & Associates	The Hertz Corporation
Johnson & Johnson	Tripping International Inc.
Liepin	u51.com
Memorial Sloan Kettering Cancer Center	WebBank
	Welltok

This data includes MS graduates from August 2017 to June 2018. All figures are accurate as of December 11, 2018.



# APPLY.

[simon.rochester.edu/apply](https://simon.rochester.edu/apply)

## 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.

### Visit campus.

We hold tours Monday through Thursday. To schedule your visit, call us: (585) 275-3533.

### Connect with us.

- Speak with an Admissions representative or current student
- Check your eligibility
- Attend a webinar
- Visit campus

(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 to be considered for an invitation to Scholarship Weekend, where attendees compete for additional scholarships.

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

#### WHAT YOU'LL NEED

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

[simon.rochester.edu/apply](https://simon.rochester.edu/apply)

ROUND	DEADLINE	DECISION
1 September 5–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



**SIMON**  
BUSINESS SCHOOL  
UNIVERSITY *of* ROCHESTER

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