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.
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.

**DO MORE WITH NUMBERS THAN CRUNCH THEM.**

**MS CLASS OF 2019 PROFILE**
- 64% female
- 10 months work experience
- 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

**EXPECTED COHORT SIZE**
- MS A in Accountancy: 45 students
- MSF in Finance: 185 students
- MSMA in Marketing Analytics: 70 students
- MSBA in Business Analytics: 125 students

**CAREER OUTCOMES**
- **MSA in Accountancy**
  - 6 Months Post Graduation, 2018: 93%
  - Employment Rate: 6 Months Post Graduation, 2018: 90%
  - Employment Rate: 6 Months Post Graduation, 2018: 96%

**CAREER OUTCOMES**
- **MSF in Finance**
  - Employment Rate: 6 Months Post Graduation, 2018: 93%
  - Employment Rate: 6 Months Post Graduation, 2018: 90%
  - Employment Rate: 6 Months Post Graduation, 2018: 96%

**CAREER OUTCOMES**
- **MSMA in Marketing Analytics**
  - Employment Rate: 6 Months Post Graduation, 2018: 93%
  - Employment Rate: 6 Months Post Graduation, 2018: 90%
  - Employment Rate: 6 Months Post Graduation, 2018: 96%

**CAREER OUTCOMES**
- **MSBA in Business Analytics**
  - Employment Rate: 6 Months Post Graduation, 2018: 93%
  - Employment Rate: 6 Months Post Graduation, 2018: 90%
  - Employment Rate: 6 Months Post Graduation, 2018: 96%

**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.
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

**Options**

- 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

**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.

GLENN HUELS
Clinical Associate Professor of Accounting
Teaching interests: Introductory and advanced accounting: tax and business strategy
Experience: Vice President Tax for Bausch & Lomb

“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.”

**SIMON’S 2017 CPA PASS RATE WAS 26% HIGHER THAN THE NATIONAL AVERAGE**
“WE TEACH CAREER SKILLS THAT WILL LAST A LIFETIME and prepare you to be a leader in the accounting world.”

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.”

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

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

FROM: United States
Co-curricular: Master’s Advisory Council Representative, Admissions Committee, Ambassador
Headed to: ExxonMobil, Controller

THE SIMON MSA
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

MS in Finance | A new level of clarity.
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: 2013-14, 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

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

“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.”
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

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

SAMPLE OF 2018 HIRING COMPANIES

- Bold Worldwide
- Daimler AG
- Gallup
- Google
- Kantar
- PayPal
- SIGMA Marketing Insights
- Thomson Reuters
- Wayfair
- 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: Quantitative marketing, empirical industrial organization, consumer learning and search
PhD: Tilburg University

STEM DESIGNATION INTERNSHIP TRACK AVAILABLE

12

13
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.”

“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.”

MELCHIAN 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.”
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
Advanced Predictive Analytics with Python
Analytics Design and Applications
Business Analytics Project
Core Statistics for MS Students Using R
Economics and Marketing Strategy for MS Students

Introduction to Business Analytics
Predictive and Causal Analytics in R
Professional Communications
Programming for Analytics
Social Media Analytics
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

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

SAMPLE OF 2018 HIRING COMPANIES

Amazon
Constellation Brands
FedEx
GEICO
IBM
Johnson & Johnson
Nielsen
Nordstrom Rack
Overstock
Western Digital

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

16 17
“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
Associate Professor of Computer Information Systems
Research interests: Social media, health information technology, optimal contract design
PhD: University of Texas at Austin

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

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

“We have a heavy emphasis on application.”

The Simon MSBA
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.
“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.

MC

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

“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.”

CONNECTED.

KE (COCO) ZHANG ’17
MS in Marketing Analytics
From: China
Chico’s Analyst–Advanced Analytics

SHAWN HENDERSON ’17
MS in Accountancy
From: United States
KPMG LLP Tax Associate

MINGYI CHEN ’16
MS in Finance
From: China
J.P. Morgan Investment Banking Analyst

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

JORG MOJNA CHEA ’17
MS in Business Analytics
From: Mexico
JC Jones Data Scientist
MSA Accountancy

Employment Rate 6 Months Post Graduation
93%

International Graduates Hired
93%

Domestic Graduates Hired
100%

Mean Base Salary for Graduates Employed in North America
$51,000

2017 CPA Exam Pass Rate
61%

Full-Time MS Class of 2018

 Hiring Companies:
- Accenture
- Arercy 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
- Dermologica
- 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.
- Griffon 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
- SSE
- 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
- VISA 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

EMPLOYMENT RATE 6 MONTHS POST GRADUATION
96%

INTERNATIONAL GRADUATES HIRED
96%

DOMESTIC GRADUATES HIRED
100%

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

HIRING COMPANIES:
A.O. Smith Corporation
Ad Age
Analytic Partners
Baid Worldwide
ByteDance Inc.
Chico’s
Crisp.com
Daimler AG
Didi Technology
DJ.com (Jing Deng Group)
Google
Hearts & Science
INCIPIA
JQY
JP Morgan Chase & Co.
Kantar
Mediamath
Melian Group
NYC Ferry
PayPal
PHD Media Worldwide
Rolls-Royce Motor Cars
SIGMA Marketing Insights
Spark Foundry
Starcom Worldwide
The Kroger Co.
Thomson Reuters
Unilever
Wargaming
Wayfair
Wyndham Destinations

FULL-TIME MS CLASS OF 2018

MSBA
MS IN BUSINESS ANALYTICS

EMPLOYMENT RATE 6 MONTHS POST GRADUATION
94%

INTERNATIONAL GRADUATES HIRED
93%

DOMESTIC GRADUATES HIRED
100%

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

HIRING COMPANIES:
Abbott
Amazon
Argus Information & Advisory Services
Benchmark Education
China Pacific Insurance Company
Constellation Brands
eLogic
EY
Excelus BlueCross BlueShield
FedEx
GESCO
Goldstate Capital Fund Management Co. Ltd.
GroupM
Inprospect
IRI
J.C. Jones & Associates
Johnson & Johnson
Liepin
Memorial Sloan Kettering Cancer Center
Moody’s Analytics
Mtn/McCann
MVP Health Care
Nielsen
Nordstrom Rack
Novantas
NRG Energy Inc.
Overstock
Paigedai
Paychex
Promediom Consulting
Rebates Ml LLC
Sears
TEKSystems
Tencent Holdings Limited
Tibia
The Hertz Corporation
Tripping International Inc.
U51.com
WebBank
Welltok

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

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