Business Analytics @ LeBow

The Business Analytics program at Drexel LeBow provides a curriculum that covers the entire lifecycle of data analysis. Drexel's national leadership in experiential learning shapes the curriculum with a focus on the program's three pillars: statistics, data management, and business modeling.

GET INVOLVED!

With both graduate and undergraduate degrees, you can get connected to the Business Analytics program through a range of diverse opportunities.

- Utilize our students' business knowledge, skills and experience through faculty-led consulting projects, undergraduate co-ops and graduate internships.

- Provide thought leadership as a speaker series presenter or discussion panelist.

- Contribute expertise and guidance as a member of the LeBow Business Analytics Advisory Board.

- Teach a course in business analytics as an adjunct professor at the graduate or undergraduate level.

Our Degree Offerings:

MS Business Analytics

The MS degree is designed for students who have an interest in quantitative methods for exploring and uncovering relationships through data analysis and using data to solve business problems. The coursework focuses on the expertise needed to enter or advance a career in business analytics.

MBA with Business Analytics Concentration

The Business Analytics concentration within the MBA program prepares leaders to make prudent business decisions with fact-based analysis and an understanding of business performance from a systems view.

Undergraduate Co-Major

At the undergraduate level, Business Analytics is offered as a co-major option, allowing students to pair business analytics with one of eight other majors at Drexel LeBow.

Our uniquely experience-based curriculum produces students proficient in:

- Analyzing data using R, SAS, Excel and Tableau
- Database technologies including Hadoop
- Applying state-of-the-art statistics and operations research methodology
- Synthesizing quantitative analysis into qualitative insight

DREXEL LEBOW FACULTY SPOTLIGHT

ELEANOR FEIT, PHD

- Bayesian Hierarchical Models
- Interactive eCommerce
- Marketing Research

DAVID GEFEN, PHD

- eCommerce
- Information Systems Outsourcing Management
- Online Auctions

CHAOJIANG WU, PHD

- Computational Statistics
- Data Mining
- Semiparametric Regression

BRUCE MCCULLOUGH, PHD

- Applied Econometrics
- Data Mining
- Econometric Techniques

HANDE BENSON, PHD

- Large-Scale Optimization
- Operations Research
- Financial Engineering

PRAMOD ABICHANDANI, PHD

- Customer Lifetime Value
- Digital Marketing
- Applied Optimization

LeBow's MS in Business Analytics gave me the knowledge and experience to contribute as an employee from day one. I received hands-on and practical exposure to all elements of my job. Further, LeBow's environment developed my independent research ability and passion for analytics, so that I do not stop learning within the evolving field.

— TOM NOLAN '14 MS BUSINESS ANALYTICS, IBX

A HIGHLY SELECTIVE ADMISSIONS PROCESS
RESULTS IN A SMALL CLASS OF HIGHLY CAPABLE STUDENTS.

MS BUSINESS ANALYTICS
25

UNDERGRADUATE BA CO-MAJORS
85

OVER
90%
PLACEMENT

Within three months of graduation, over 90% of LeBow Business Analytics students have been offered employment at corporations including Cigna, Comcast, Goldman Sachs, IBX, Merkle and SAP.

For more information on connecting with Business Analytics at LeBow, please contact:

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