THE CONNECTION
Economic Development and Our Community

Campus to Career: Employment Outcomes for Business Analytics Graduates

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Top Degree Programs by Enrollment at UT Dallas

- Computer Science (Bachelor's)
- Biology (Bachelor's)
- Arts and Technology (Bachelor's)
- Mechanical Engineering (Bachelor's)
- Business Analytics (Master's)
- Master of Business Administration (MBA)
- Computer Science (Master's)
- Neuroscience (Bachelor's)
- Finance (Bachelor's)
- Information Technology and Systems (Bachelor's)

Source: UT Dallas, 2020
The **Master of Science in Business Analytics** program at the Naveen Jindal School of Management is the largest and fastest-growing graduate degree program at the University of Texas at Dallas. Since its launch in 2014, the program has grown to over 1,000 students enrolled in Fall 2019.

<table>
<thead>
<tr>
<th>Year</th>
<th>Enrollment</th>
<th>Share of Total Master’s Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>34</td>
<td>0.5%</td>
</tr>
<tr>
<td>2015</td>
<td>184</td>
<td>2.4%</td>
</tr>
<tr>
<td>2016</td>
<td>466</td>
<td>6.1%</td>
</tr>
<tr>
<td>2017</td>
<td>723</td>
<td>9.7%</td>
</tr>
<tr>
<td>2018</td>
<td>1,000</td>
<td>14.2%</td>
</tr>
<tr>
<td>2019</td>
<td>1,063</td>
<td>15.8%</td>
</tr>
</tbody>
</table>

Source: UT Dallas, 2020

As of the Fall 2019 semester, nearly 1 in every 6 master’s students at UT Dallas is pursuing a Master of Science in Business Analytics.
Graduates of UT Dallas’ Business Analytics program boast a varied but consistent set of universally valuable skills in management, programming, and business analysis.

They find employment in a wide array of fields that are looking to capitalize on their skills and experience.
Top Skills of UT Dallas Business Analytics Graduates

Source: Emsi, 2020

Management: 60.47%
Data Analysis: 47.09%
SQL (Programming Language): 46.51%
Microsoft Office: 43.46%
Research: 43.46%
Leadership: 42.88%
Microsoft Excel: 41.28%
Project Management: 33.72%
R (Programming Language): 32.56%
SAS (Software): 31.10%
Sales: 30.96%
Operations: 28.34%
Business Analysis: 28.20%
Java (Programming Language): 27.03%
Information Technology: 26.45%
Customer Service: 26.02%
Business Intelligence: 25.73%
Python (Programming Language): 25.58%
Sales: 30.96%
Top Job Titles for UT Dallas Business Analytics Graduates

Source: Emsi, 2020
Median Salary Range for Business Analytics Occupations in DFW

Source: Emsi, 2020

- Chief Executives, $231,878
- Financial Managers, $140,561
- Marketing Managers, $133,826
- Managers, All Other, $124,959
- Software Developers, Applications, $111,213
- General and Operations Managers, $107,494
- Computer Occupations, All Other, $96,680
- Computer Systems Analysts, $92,003
- Management Analysts, $85,978
- Market Research Analysts and Marketing Specialists, $75,127
- Postsecondary Teachers, $67,489
- First-Line Supervisors of Office and Administrative Support Workers, $59,008
Business Analytics Hires in DFW

Source: Emsi, 2020
Since it began in 2014, UT Dallas’ M.S. Business Analytics program has become the largest program of its kind in the area. In 2018, it produced two thirds of all business analytics master’s graduates in DFW.

<table>
<thead>
<tr>
<th>Year</th>
<th>UT Dallas Business Analytics Master's Graduates</th>
<th>All DFW Schools Business Analytics Master's Graduates</th>
<th>UT Dallas Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>4</td>
<td>105</td>
<td>4%</td>
</tr>
<tr>
<td>2015</td>
<td>159</td>
<td>268</td>
<td>59%</td>
</tr>
<tr>
<td>2016</td>
<td>288</td>
<td>489</td>
<td>59%</td>
</tr>
<tr>
<td>2017</td>
<td>444</td>
<td>678</td>
<td>65%</td>
</tr>
<tr>
<td>2018</td>
<td>677</td>
<td>1,033</td>
<td>66%</td>
</tr>
</tbody>
</table>

Source: Emsi, 2020
Questions?
Please contact Rachel Brasier at Rachel.Brasier@UTDallas.edu
Visit us at http://utdallas.edu/economicengine