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.
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.

MSA STUDY PLAN
Applied Financial Statement Analysis with Data Analytics
Auditing I & II
Basic Business Law
Basic Federal Income Tax
CMC Co-Curricular Programming
Communicating Business Decisions Sequence
Core Statistics for MS Using R
Financial Reporting I & II
Managerial Accounting and Performance Measurement
Positive Accounting Research Concepts and Empirical Analysis Tools
Programming for Analytics
Research into Professional Accounting Standards
1 Elective

ACADEMIC CLUB
Simon Accounting Association

THE CPA PASS RATE IN 2016 SURPASSED THE NATIONAL AVERAGE

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.”

STEM DESIGNATION: INTERNATIONAL STUDENTS CAN STAY IN US FOR UP TO 36 MONTHS.

PREMIER HIRING COMPANIES
Alexander Aronson Finning CPAs
CITIC Group Corporation
Deloitte
ICBC
KPMG LLP
Metropolitan Transportation Authority
NYC Office of the Attorney General
PwC
The New York Times Company
UBS
United Nations
“WE TEACH CAREER SKILLS THAT WILL LAST A LIFETIME and prepare you to be a leader in the accounting world.”

I majored in accounting in undergrad and a lot of classes were geared toward ‘this is what you do.’ AT SIMON I LEARNED WHY AND HOW MANAGERS USE ACCOUNTING NUMBERS TO MAKE DECISIONS. It helped me have a better understanding of accounting and helped me prepare for the CPA exam.”

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

PAUL WENNER ’18
MS in Accountancy
From: United States
Co-curriculars: Simon Accounting Association Board Member; Simon Soccer Club (part of Simon Sports)
Headed to: PwC, Risk Assurance Associate
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.

MSF STUDY PLAN
- Applied Finance Project I & II
- CMC Co-Curricular Programming
- Communicating Business Decisions Sequence
- Core Statistics
- 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
- 2 Electives

ACADEMIC CLUBS
- Financial Management Association
- Simon Finance and Investment Club
- Simon School Venture Fund

PREMIER HIRING COMPANIES
- Accenture
- Bank of China
- BNP Paribas
- China Merchants Bank
- Deloitte
- Goldman Sachs
- Guotai Junan Securities
- KPMG LLP
- LVMH
- Nomura Securities
- PwC
- Société Générale

STEM DESIGNATION
INTERNATIONAL STUDENTS CAN STAY IN US FOR UP TO 36 MONTHS.
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

PhD:
University of Pennsylvania

SKANDA SANDEEP ’18
From: India
Co-curriculars: Simon Finance & Investment Club Board Member, Simon Basketball Club (part of Simon Sports)
Headed to: Citigroup, Analyst in the Corporate and Investment Banking Division

“We learn to respect your time and to prioritize. CASES IN FINANCE WAS MY FAVORITE COURSE. IT TAUGHT ME REAL-WORLD SKILLS, including negotiating, deal structuring, and working with different personalities.”

“The Simon MSF
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.

MSMA STUDY PLAN
- Advanced Business Modeling
- Advanced Marketing Analytics
- CMC Co-Curricular Programming
- Communicating Business Decisions Sequence
- Core Statistics Using R
- Economics and Marketing Strategy

- Introduction to Business Analytics
- Marketing Analytics
- Marketing Analytics Project I & II
- Marketing Analytics Using R
- Marketing Research Using R
- Pricing Policies
- Programming for Analytics
- 3 Electives

ACADEMIC CLUBS
- Simon Data Analytics
- Simon Marketing Association
- Simon Pricing Club

STEM DESIGNATION
International students can stay in US for up to 36 months.

PREMIER HIRING COMPANIES
- Argus Information & Advisory Services LLC
- Codeword LLC
- Deutsch
- Ehomie New York Inc.
- Pangea Real Estate
- Sarah Homes
- Staples Inc.
“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 Simon MSMA

MITCH LOVETT
Associate Professor of Marketing
Teaching interests: Marketing research, advertising strategy, consumer behavior
PhD: Duke University

“STEM certification was one of the biggest reasons I came to Simon, and as an international student, the OPT extension is really important.”

TEODORA ZIVKOVIC ’18
MS in Marketing Analytics
From: Serbia
Co-curriculars: Simon VISION Consulting, Simon Data Analytics
Headed to: Codeword, Associate Data Strategist

THE OPT EXTENSION IS REALLY IMPORTANT.
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.

MSBA STUDY PLAN
- Accounting and Finance
- Advanced Business Analytics
- Advanced Business Modeling
- CMC Programming
- Communicating Business Decisions Sequence
- Core Statistics Using R
- Data Management for Analytics
- Economics and Marketing Strategy
- Introduction to Business Analytics
- Marketing Analytics Using R
- Practicum, Business Analytics I & II
- Programming for Analytics
- Social Media Analytics
- 2 Electives

ACADEMIC CLUB
- Simon Data Analytics

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.”

STEM DESIGNATION
International students can stay in US for up to 36 months.

PREMIER HIRING COMPANIES
- Advertising Specialty Institute
- JPMorgan Chase & Co.
- Mu Sigma
- MVP Health Care
- The Hertz Corporation
The technical curriculum and classes SPECIFICALLY DESIGNED FOR COMMUNICATING BUSINESS DECISIONS create the perfect environment for students to have a competitive edge in the job market.

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

MENGRAN (BECKY) XIE ’18
MS in Business Analytics
From: China
Co-curriculars: Master’s Advisory Council; Simon School Venture Fund
Headed to: PayPal, Risk Management Intern, Consumer Fraud Risk

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.
MINGYI CHEN ’16
MS in Finance
From: China
Nomura
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.

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

“Simon was an amazing return on investment. I got the best education for my dollar—and I know I’m ready to start my career.”

“I came here to sharpen my analytical skills because I know how important data-driven decision-making is for companies. Simon has definitely helped broaden my horizons and deepen my knowledge in marketing and pricing analytics.”

“With over 18,000 graduates in more than 80 countries, Simon’s alumni network is never far away.”

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

WEN CHINE ’17
MS in Marketing Analytics
From: Taiwan
Dana Incorporated
Pricing Analyst, Aftermarket

Jorge Molina Chea ’17
MS in Business Analytics
From: Mexico
JC Jones
Data Science Consultant
LIFE
LESSONS.
FROM CLASS PROJECTS AND INTERNSHIPS TO CAREER TREKS, Simon gives you opportunities to put your classroom knowledge to work and connect with key business innovators. You’ll get behind-the-scenes looks at the companies that are changing their sectors—and the world.

KICK-START YOUR CAREER.

FULL-TIME MS CLASS OF 2017 EMPLOYMENT OUTCOMES

<table>
<thead>
<tr>
<th>Industry</th>
<th>Full-time Employment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>62%</td>
</tr>
<tr>
<td>Consulting</td>
<td>10%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
</tr>
<tr>
<td>Government/Health Care/Non-Profit</td>
<td>6%</td>
</tr>
<tr>
<td>Transportation/Logistics</td>
<td>5%</td>
</tr>
<tr>
<td>Technology</td>
<td>4%</td>
</tr>
<tr>
<td>Consumer Goods/Manufacturing</td>
<td>3%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>3%</td>
</tr>
</tbody>
</table>

MEAN BASE SALARY FOR MS STUDENTS EMPLOYED IN THE US

- MSA: $52,400
- MSF: $55,000
- MSBA and MSMA: $68,000

EMPLOYMENT RATE 3 MONTHS POST GRADUATION

- Domestic: 84%
- International: 87%

DOMESTIC GRADUATES HIRED: 87%

INTERNATIONAL GRADUATES HIRED: 66%

OF NEW HIRES ACCEPTED EMPLOYMENT IN THE US: 10%

PROJECTS YOU CAN WORK ON:

- Investment Analysis
- Marketing Plans
- Economic Value-Added Analysis
- Profit-Loss Modeling

30+ ACADEMIC CLUBS

Simon has more than 30 student-led clubs and organizations, giving you plenty of options to belong and lead. You also can 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.

simon.rochester.edu/ms-clubs
### Full-Time MS Class of 2017

#### Employment Rates 3 Months Post Graduation

<table>
<thead>
<tr>
<th>Program</th>
<th>92%</th>
<th>84%</th>
<th>85%</th>
<th>84%</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS in Accountancy</td>
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<tr>
<td>MS in Business Analytics</td>
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<tr>
<td>MS in Finance</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>MS in Marketing Analytics</td>
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</tr>
</tbody>
</table>

*The MSBA and MSMA employment rates for 2017 are combined.*

### Key Businesses Hiring MS Talent

**MSA (MS in Accountancy)**
- Alexander Acionson Finning CPAs
- Air Liquide
- CITIC Group Corporation
- COFCO Futures Co. Ltd.
- Collins & Associates
- Deloitte
- ECOM Agronomic Industrial Corporation Ltd.
- Eltax Inc.
- The Fusion Group
- Home Credit US LLC
- Industrial and Commercial Bank of China Ltd.
- Jiangsu Re-Guarantee Group Co. Ltd.
- KPMG LLP
- Luang Accounting Corporation
- Metropolitan Transportation Authority
- New York State Office of the Attorney General
- PwC
- Techsolution
- The New York Times Company
- Triangle Accounting
- Turkana FoCoD
- UBS
- United Nations
- WINCO/DWL Industries Co.
- Zhongyi Intellectual Property Fund

**MSF (MS in Finance)**
- Affinity Analytics
- Agricultural Bank of China Credit Card Center
- Alelian Capital Partners LLC
- Aitpay.com
- Alpha Capital Holdings Inc.
- American Airlines
- Aon-Prudential
- Assurance Generali S.p.A
- Bank of China (BOC)
- Bentley Associates LP
- BNP Paribas
- BOCOM International Holdings Company Limited
- Borenstein Caterers Inc.
- Brighton Jones LLC
- Brighton Securities
- Brown Brothers Harriman
- Changjiang Securities International Financial Group Limited
- China Insights Consultancy
- China Life Pension Company Limited
- China Merchants Bank
- Citi Orient Securities
- Cogobuy Group PLC
- Columbia Investment Management Company (CMC)
- Coventry
- Dell EMC
- Deloitte
- DeMatteo Research LLC
- DFC Global Corp.
- Discover Bank
- Dongxing Securities Co. Ltd.
- Dragon Gate Investment Partners LLC
- Duff & Phelps Corp.
- Ellington Management Group
- EY
- Fareportal
- Forensic Economics Inc.
- G2 Capital Advisors
- Gartner Inc.
- Geolnyssing LLC
- Goldman Sachs
- Guosen Securities Company Limited
- Guotai Junan Securities
- HNA Capital Holding Co. Ltd.
- Home Credit US LLC
- HOPU Investment Management Company
- Houshian Lekey
- Huachuang Securities Co. Limited
- JM Capital
- KPMG LLP
- LVMH
- Man Group
- Marshall & Stevens Inc.
- MD Global Partners LLC
- Mesa Air Group
- Murray Devine & Company
- Nationwide Mutual Insurance Company
- Net Conversion
- New York Equity Group
- Nomura Securities Co. Ltd.
- PwC
- Puxiong Science and Technology Investment Co. Ltd.
- Quantido Investment Co. Ltd.
- Rackspace US Inc.
- Red Pulse
- Rocken International
- Sagrennan FX
- Search Fund Accelerator
- Shenwan Hongyuan Securities Co. Ltd.
- Silicon Valley Bank
- Sister Cities International
- Société Générale
- Sprint
- State of Utah
- SteppStone Group LP
- SterlingBackcheck/TalentWise
- Swiss Re
- Accenture
- Advertising Specialty Institute
- Argus Information & Advisory Services LLC
- Codeword LLC
- Deutsch
- DHOME NEW YORK INC.
- EY
- JPMorgan Chase & Co.
- Mu Sigma
- MVP Health Care
- Pangea Real Estate
- Sarah Homes
- Staples Inc.
- Ricepo
- Talton Trading Inc.
- The Hertz Corporation
- TransPerfect
- Waymans Food Markets Inc.
GET TO KNOW US.

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.

Apply by January 5 to be considered for an invitation to Scholarship Weekend, where attendees compete for additional scholarships.

ON THE COVER:
“My favorite thing about Simon has been the relationships I’ve formed with students and faculty. Faculty are open-minded and caring, and students are actively engaged.”

WOO (JEN) PARK ’18
MS in Business Analytics
From: United States
Co-curriculars: Simon Data Analytics; Simon Women in Business
Headed to: Memorial Sloan Kettering Cancer Center, Data Analyst

“I one of the things Simon does well is concentrate on both the business side of analytics and also the statistical and programming side of analytics. That’s one of the reasons I chose Simon in particular.”

BILLY DICKINSON ’18
MS in Business Analytics
From: United States
Co-curriculars: Master’s Advisory Council; Admissions Committee Ambassador
Headed to: GEICO, Strategic Modeling and Statistical Analyst

Questions about the program or what makes the most effective application? We’re ready to help you every step of the way.

ROUND | DEADLINE | DECISION
--- | --- | ---
1 | July 15—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 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 application fee

simon.rochester.edu/apply
admissions@simon.rochester.edu/apply