



# The Online Harvard Business Analytics Program

This online business analytics program is offered in collaboration with Harvard Business School (HBS), the John A. Paulson School of Engineering and Applied Sciences (SEAS), and the Faculty of Arts and Sciences (FAS).

As a student in the program, your employee will learn not just to analyze data but understand it, translate it, and incorporate it into strategy at the top levels of your organization. **This rigorous program is designed for aspiring and established leaders in any industry.**

## Program Overview

The cross-disciplinary curriculum will equip your employee with the digital strategy, data analytics, and programming skills—among others—to drive competitive business advantages.

**10-15**

**hours of weekly coursework**  
(including three hours of class)

**2**

**in-person  
immersions**

**9**

**months  
to complete**

As a student, your employee will benefit from world-class instruction in courses designed by esteemed Harvard faculty and have the opportunity to collaborate with diverse peers in highly interactive online classes. The program also includes two in-person immersions hosted at Harvard Business School, where students will be exposed to real-world business challenges and develop a network of data-minded business leaders. Courses are graded Pass/Fail.

The curriculum will sharpen your employee's core data analysis and management skills while they develop new expertise in topics such as

- emerging technologies, including blockchain;
- leadership and change management;
- machine learning and its applications;
- new and emerging digital strategy;
- predictive analysis techniques; and
- software programming and data architecture.

## ROI for Your Company

The program will help prepare your employees to make a difference within your company in the short and long term. They will come away from the program with knowledge about:

- **When your organization should build vs. buy**  
Students learn about the most cost-effective and scalable models for data and business analytics—and when it makes more sense for your organization to invest in a new model or build its own.
- **When your team should hire vs. train**  
Students learn the analytics skills your team needs to improve business processes and performance—and which initiatives require skill sets that can be taught to existing employees and which require outside hires.
- **How your company can use analytics effectively**  
Students routinely implement innovative analytics solutions while enrolled in the program and leverage the HBS classroom and faculty to troubleshoot and avoid common pitfalls.

Through the online format, students will also be able to:

- **Apply their learnings immediately**  
Your employees can continue to work—so they'll be able to incorporate their insights into strategy discussions and business decisions in real time.
- **Pass knowledge on to colleagues**  
This program allows your employees to learn about trends that are at the forefront of the industry, which they can pass on to colleagues, direct reports, and team managers.
- **Build a powerful network**  
Our cohorts include distinguished professionals across a variety of fields. The connections your employees make in the program can be leveraged as clients, new hires, or business connections.



## Tuition Breakdown

The total cost for this program is \$50,000. Payments can be divided by term: three payments for students enrolled full time and six for those enrolled part time.

Full-Time (9 Months)	
Term 1	\$18,500
Term 2	\$16,250
Term 3	\$15,250
<b>Total</b>	<b>\$50,000</b>

Part-Time (18 Months)	
Term 1	\$6,500
Term 2	\$12,000
Term 3	\$6,500
Term 4	\$6,500
Term 5	\$9,750
Term 6	\$8,750
<b>Total</b>	<b>\$50,000</b>

## A Harvard-Quality Education

Our business analytics program lets students access the same superior academics and nationally renowned professors as our on-campus Harvard executive education programs. Our cutting-edge curriculum is intentionally rigorous so that your employees are thoroughly prepared to incorporate their insights at the top level of your company once they complete the program. Data analytics is transforming nearly every field today, and investing in this program is giving your employees the tools they need to help your organization rise to the forefront of your industry.

## Class Profile

This program attracts professionals at the top of their field. On average, students have **17.7 years of work experience**, and **65 percent hold an advanced degree**.

### A selection of industries in which students work:\*

- Consulting, business, or finance
- Government
- Health care or pharmaceuticals
- Information systems
- Real estate
- Retail

### A selection of professional titles students hold:\*

- Senior director, supply chain operations
- Director of product management
- Chief engineer, business analytics
- Chief financial officer
- Chief operating officer
- Software engineer

### A selection of companies at which students work:\*

- Walt Disney Animation Studios
- The Boston Consulting Group
- Twitter
- Adobe Systems Inc.
- KPMG LLP
- Oracle
- IBM
- UnitedHealth Group

For more information, visit [analytics.hbs.edu](http://analytics.hbs.edu), or reach out to an enrollment counselor at 855-624-8222 with questions.

*\*Based on 2018 self-reported application data.*