



AMERICAN
UNIVERSITY
OF BEIRUT

Mediterraneo

MASTER OF SCIENCE IN BUSINESS ANALYTICS (MSBA)

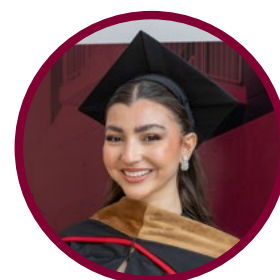


FROM DATA TO IMPACT

BUSINESS ANALYTICS FOR STRATEGIC DECISION MAKING

“The program equipped me with advanced analytical skills and strengthened my ability to communicate and visualize insights; a critical asset in driving business performance.”

— Noor Hamad, MS Business Analytics '25



PROGRAM OVERVIEW

The MSBA is a 1.5 year program at AUB Mediterraneo that prepares professionals to transform data into strategic insights in complex organizational and societal contexts. The program integrates analytics, management, and communication, connecting advanced analytical tools to real-world decision environments and equipping graduates to drive performance and digital transformation across industries.

WHAT MSBA GRADUATES ARE EQUIPPED TO DO

Frame business problems analytically

Manage the full analytics lifecycle

Translate complex data into clear, actionable recommendations

Communicate insights to technical and non-technical audiences

Support and lead digital transformation initiatives

TWO PATHWAYS

Capstone Pathway

Practice-driven analytics project addressing real organizational challenges.

Thesis Pathway

Advanced analytical research for students pursuing innovation, strategy, or doctoral study.

WHAT MAKES THIS MSBA DISTINCT

- AACSB-accredited business education
- Integration of analytics, management, and communication
- Applied, decision-oriented learning
- Research-active faculty in analytics, machine learning, and optimization
- Part of AUB's 160-year global academic legacy
- Forward-looking environment aligned with evolving market needs

SOME APPLICATION AREAS

- Supply chain & operations optimization
- Healthcare & public-sector analytics
- Marketing & customer insights
- Risk & performance management
- Digital platforms & emerging technologies



BENEFITS TO STUDENTS

Global reputation and employability
Cutting-edge technical skills
Practical real-world experience
Personalized learning environment
Diverse career paths
Career support services



BENEFITS TO EMPLOYERS

Access to highly qualified graduates
Collaboration on projects and business solutions
Industry-aligned curriculum
Technologically proficient workforce

"The MSBA reshaped my career and supported my transition to Europe as a Solution Engineer at Salesforce. Faculty mentorship and advanced analytics training were key differentiators in a competitive job market."

— *Mazen Abou Chaar, MS Business Analytics '25*



THE CYPRUS AGENCY OF QUALITY ASSURANCE AND ACCREDITATION IN HIGHER EDUCATION

ABOUT AUB MEDITERRANEO

Located in Pafos, Cyprus, AUB Mediterraneo is a branch campus of the American University of Beirut (established 1866). It combines AUB's academic heritage with a European setting, offering internationally recognized programs grounded in quality, relevance, and impact.



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